

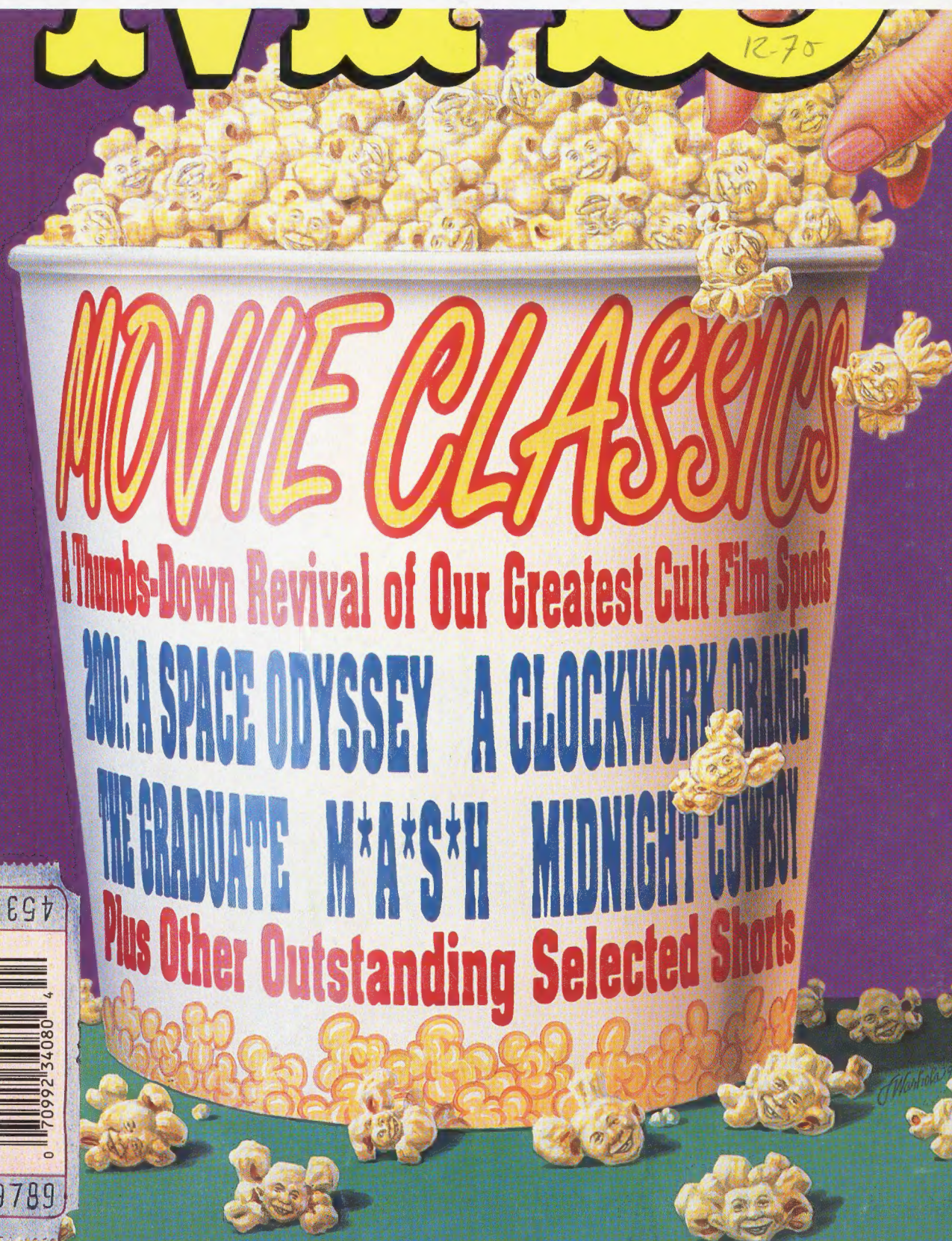
Early Fall  
1994

# MAD

IND

S U P E R S P E C I A L

\$3.95  
Cheap!





# 1-800-4-mad mag

1 - 800 - 462 - 3624

INTRODUCING  
**THE**  
**ALL NEW**  
**MAD**  
**PIN**  
**COLLECTION**



**VISA AND MASTER-  
CARD ACCEPTED!**  
(Tough Noogies  
American Express!)

**SUBSCRIBING  
TO MAD HAS  
NEVER BEEN  
EASIER...BEING  
SATISFIED  
WITH IT IS  
STILL PRETTY  
TOUGH!**



**MAD's 800 Phone Line is for SUBSCRIPTION ORDERS ONLY!**  
Calls accepted from anywhere in the U.S. or Canada, Monday thru  
Friday, 9AM - 5PM, Eastern Time. (Foreign orders must be sent by mail!)

**MAD** 485 MADison Avenue, New York, NY 10022

SS99

☐ Send me a 40-Issue Subscription for \$59.50.  
I'll save \$18.50 off newsstand price and get all  
three MAD Pins shown above absolutely free!

☐ Send me a 21-issue Subscription for \$37.50.  
I'll save \$9.30 off newsstand price and get the offi-  
cial MAD Zeppelin Pin absolutely free!

☐ Send me an 8-Issue Subscription for \$15.50. I'll  
save a paltry 10¢ off newsstand price and get to  
look at someone else's MAD pins because you  
won't send me any!

☐ Payment enclosed!

☐ Bill me! (If you insist!)

☐ Renewal!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ COUNTRY \_\_\_\_\_ ZIP \_\_\_\_\_

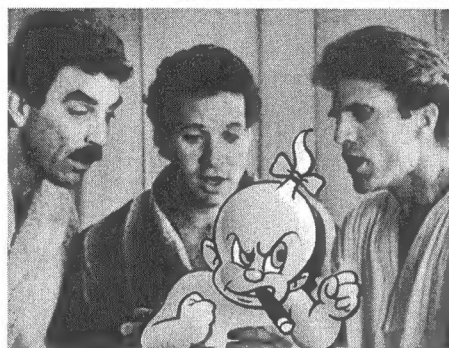
Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

\*Outside U.S.A. (including Canada), \$19.50 for 8 issues or \$51.50 for 24 issues or \$82.50 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow **10 weeks** for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

—USE COUPON OR DUPLICATE—



# MOVIE CLASSICS



## MAD SUPER SPECIAL 99 EARLY FALL 1994



### DEPART

<b>THE CONTRAPTIONS ARE COMING MORE FREQUENTLY DEPARTMENT</b>	
MAD's Modern Rube Goldberg Inventions	2
<b>TALES FROM THE DUCK SIDE DEPARTMENT</b>	
The Jarring Jungle Joyride	5
The Inconceivable Island Incident	19
The Silly Solitary Scenario	73
The Unnerving Undertaker's Undertaking	81
The Dreaded Dental Debacle	91
<b>BLUNDER ENLIGHTENING DEPARTMENT</b>	
The MAD "Don't" Book	6
<b>FRANK ON A ROLL DEPARTMENT</b>	
Ten College Athletes	8
<b>SERGE-IN GENERAL DEPARTMENT</b>	
A MAD Look At Self-Defense	10
A MAD Look At Little Wheels	92
<b>JOKE AND DAGGER DEPARTMENT</b>	
Spy vs. Spy	13, 87
<b>BERG'S-EYE VIEW DEPARTMENT</b>	
The Lighter Side of	14, 82
<b>BEAU JEST DEPARTMENT</b>	
Guys You're Likely To Meet Before Mr. "Right"	20

<b>IT'S OUR CANNED FILM FESTIVAL! FEATURING MORONIC SATIRES OF SOME OF THE GREATEST CULT CLASSICS OF ALL TIME!</b>	
<b>SLAB-SCHTICK-COMEDY DEPARTMENT</b>	
"201 Minutes of a Space Idiocy" (A MAD Movie Satire)	26
<b>'FLUFF SAID DEPARTMENT</b>	
Exciting but Meaningless Movie Studio Blurbs	33
<b>TAKE THREE! DEPARTMENT</b>	
MAD Mini-Movie Satires:	
"Guess Who's Throwing Up Dinner?"	34
"In Cold Blech!"	36
"The Post-Graduate"	38
<b>FILM FLAM DEPARTMENT</b>	
Not Playing	40
<b>HUMOR IN A JUGULAR VEIN DEPARTMENT</b>	
"M-i-s-s-h M-o-s-h" (Still Another MAD Movie Satire)	41
<b>TOONSTRUCK DEPARTMENT</b>	
When Roger Rabbit Technology takes Over All of Hollywood's Films	46
<b>DE SADEST STORY EVER TOLD DEPARTMENT</b>	
"A Crockwork Lemon" (Would You Believe It's Another MAD Movie Satire?)	50
<b>EVERYBODY'S GAWKIN' DEPARTMENT</b>	
"Midnight Wowboy" (You'll Be Glad To Know This Is The Last MAD Movie Satire!)	58
<b>THE STILL'S ARE ALIVE DEPARTMENT</b>	
The Cutting Room Floor	65
<b>GOONSTRUCK DEPARTMENT</b>	
Recasting Famous Old Movies With Today's Famous Wrestlers	69

### MENTS

<b>DECEIVING HAIR LINES DEPARTMENT</b>	
MAD's Cheap and Painless Methods for Overcoming Baldness	22
<b>TALES FROM THE DOCK SIDE DEPARTMENT</b>	
One Fine Morning in Miami	24
<b>COMING TO A DEBT END DEPARTMENT</b>	
MAD Suggestions for Reducing The National Debt	74
<b>RIP, PLEASE! DEPARTMENT</b>	
MAD's Modern Believe It Or Nuts!	76
<b>DRAINING THE TUBS DEPARTMENT</b>	
MAD Visits a Fat Farm	77
<b>GUIDED MUSCLES DEPARTMENT</b>	
Specialized Nautilus Machines for Practical Everyday Activities	88
<b>MICROPHONIES DEPARTMENT</b>	
The MAD D.J. Primer	94
<b>LETTERS AND TOMATOES WITH SPECIAL SAUCE DEPARTMENT</b>	
Moronic Missives From The Lunatic Fringe	96
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn Out Dramas" by Sergio Aragones	**
**Various Places Around The Magazine	

FRONT COVER ARTIST: JAMES WARHOLA

**WILLIAM M. GAINES** founder

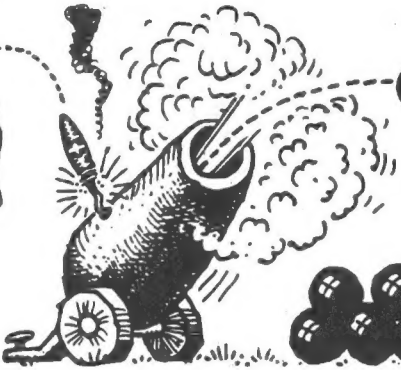
**NICK MEGLIN and JOHN FICARRA** editors **LEONARD BRENNER** art director **TOM NOZKOWSKI** production director  
**CHARLIE KADAU and JOE RAIOLA** associate editors **DICK DE BARTOLO** creative consultant  
**ANDREW J. SCHWARTZBERG** assistant editor **MARLA WEISENBORN** production assistant **AMY L. VOZEOLAS** editorial assistant  
**CONTRIBUTING ARTISTS AND WRITERS** the usual gang of idiots

MAD EARLY FALL 1994 SUPER SPECIAL NUMBER 99. MAD Super Specials are published six times a year by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Jenette Kahn, President & Editor-in-Chief, Paul Levitz, Executive VP & Publisher, Joe Orlando, VP & Associate Publisher. Entire contents copyright © 1968, 1969, 1970, 1973, 1985, 1987, 1989 and 1994 by E.C. Publications, Inc. The names and characters used in MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

**THE CONTRAPTIONS ARE COMING MORE FREQUENTLY DEPT.**

*"Rube Goldbergs," as any decent dictionary will tell you, are outrageously complicated devices that perform simple everyday tasks. They were named for the brilliant cartoonist*

ARTIST: AL JAFFEE

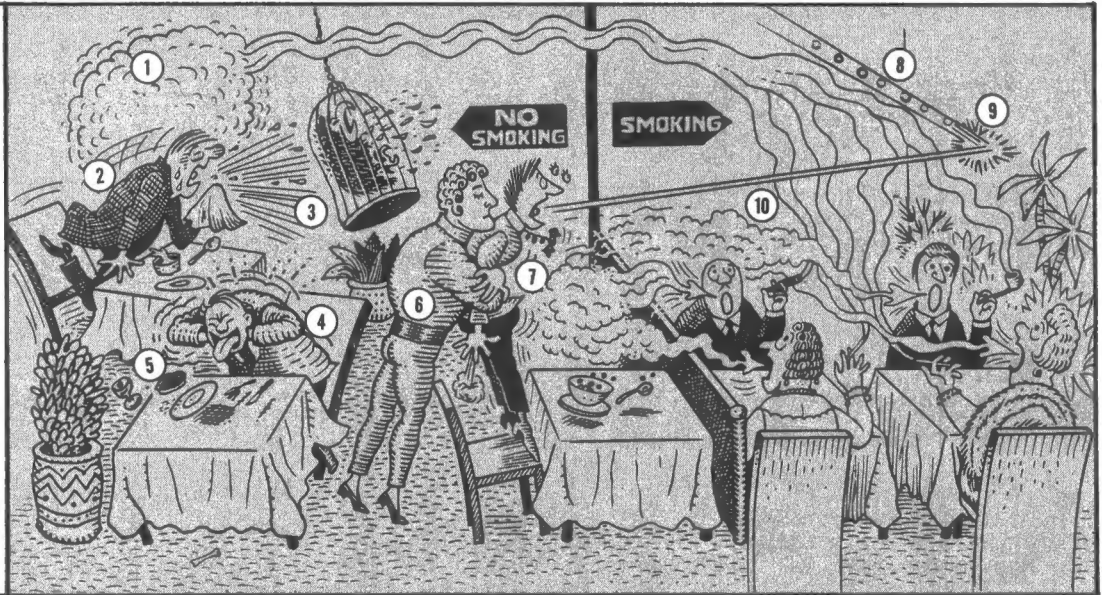


**MAOS**

**Rube G**  
**INVEN**

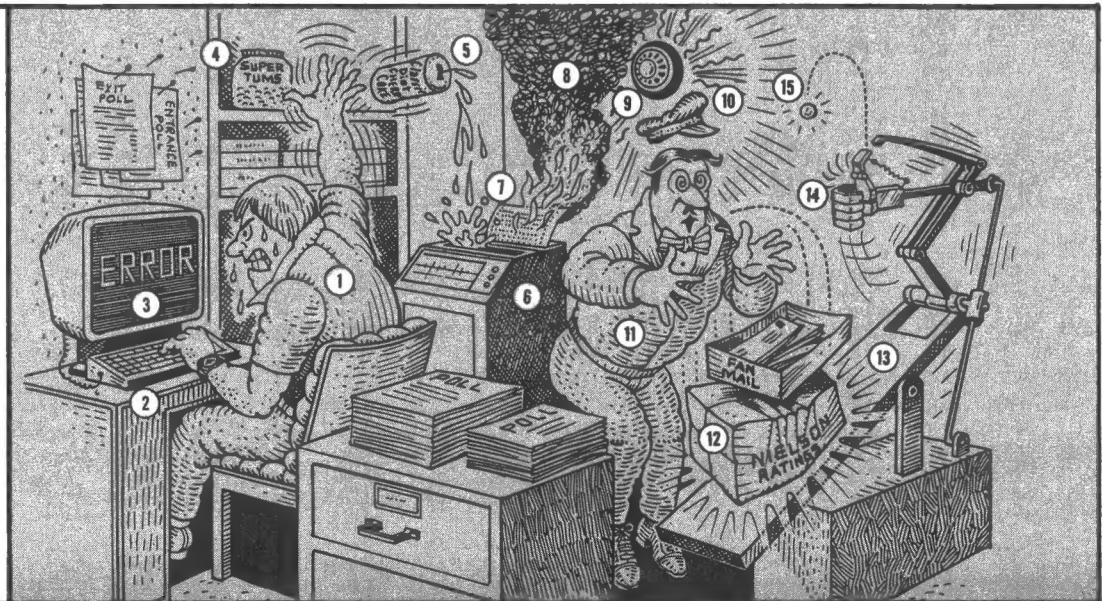
## THE AMAZING NO-SMOKING SECTION RESTORER

Smoke (1) causes non-smoker (2) to sneeze explosively, rustling tail feathers of parrot (3) formerly owned by Jessica Hahn, causing it to squawk "Another rash! Another rash!", which hard-of-hearing wall street broker (4) mistakes for "Another Crash!". Overcome with panic at the thought of having to find a real job, broker chokes on his filet mignon (5). Passing waiter/exercise video actor (6) mistakenly applies Heimlich Maneuver to man eating garbanzo beans (7). The beans (8) ricochet against a wall (9), sounding like machine gun fire. Diners in smoking section (10), thinking it is another Mob killing, gasp in terror, sucking smoke back to where it belongs.



## THE NETWORK NEWS PROJECTED ELECTION WINNER PICKER

Network news producer (1) feeds early "Exit Poll" data into computer (2), which, in a matter of seconds, displays "ERROR" on monitor screen (3). Producer's ulcer acts up, causing him to reach for Tums (4) and carelessly spill can of Classic Diet Cherry Coke (5) onto Telex (6), shorting it out. Sparks from Telex set paper (7) on fire, sending smoke (8) towards smoke detector (9). Piercing beep (10) startles anchor's chauffeur (11), who drops Overnight Nielsen Ratings (12) onto see-saw platform (13), releasing spring-loaded mechanical thumb (14), flipping coin (15) and selecting winner, thereby saving 100 million Americans the hassle of having to go out and vote.

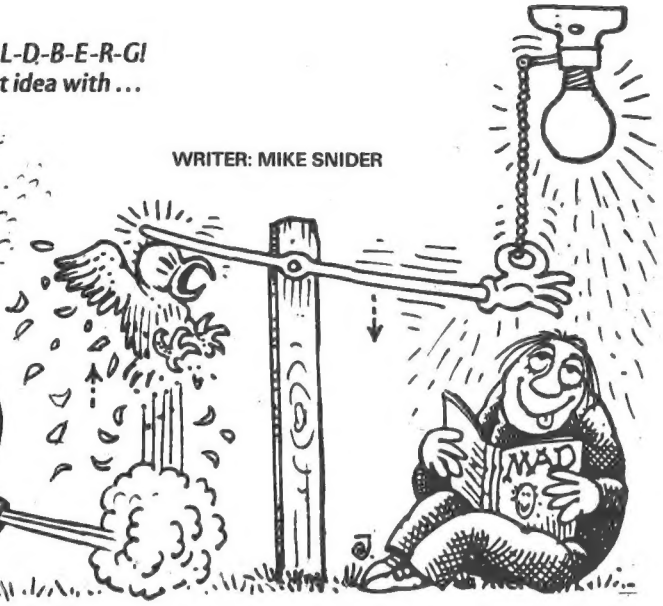




who created them. No, not Charlie Schulz, you yahoo! Rube Goldberg! G-O-L-D-B-E-R-G!  
So, with a tip of the MAD dunce cap, we blatantly swipe and update this great idea with ...

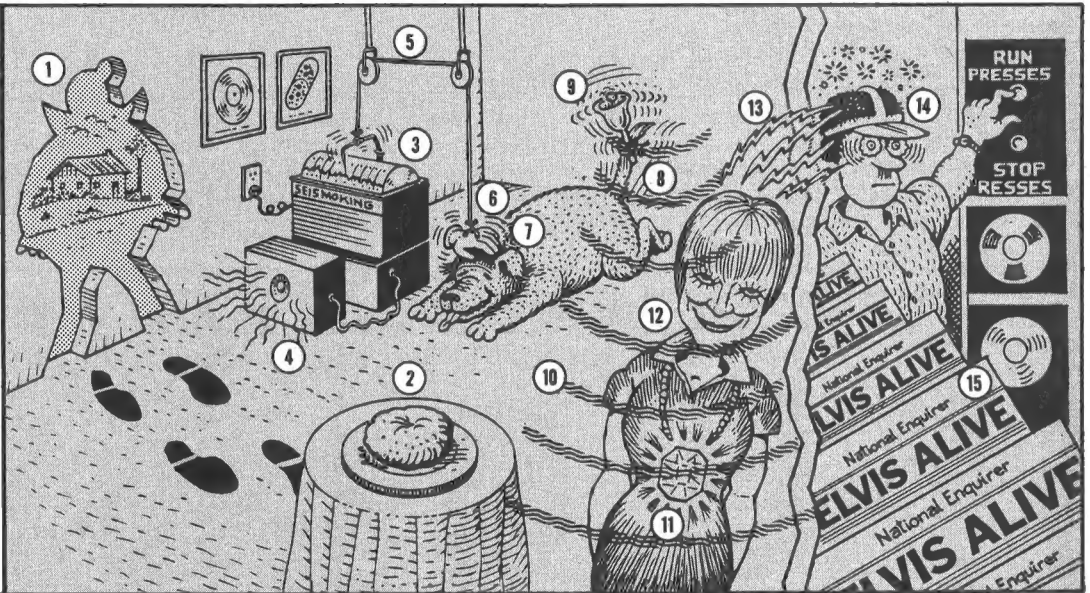
# MODERN TIONS

WRITER: MIKE SNIDER



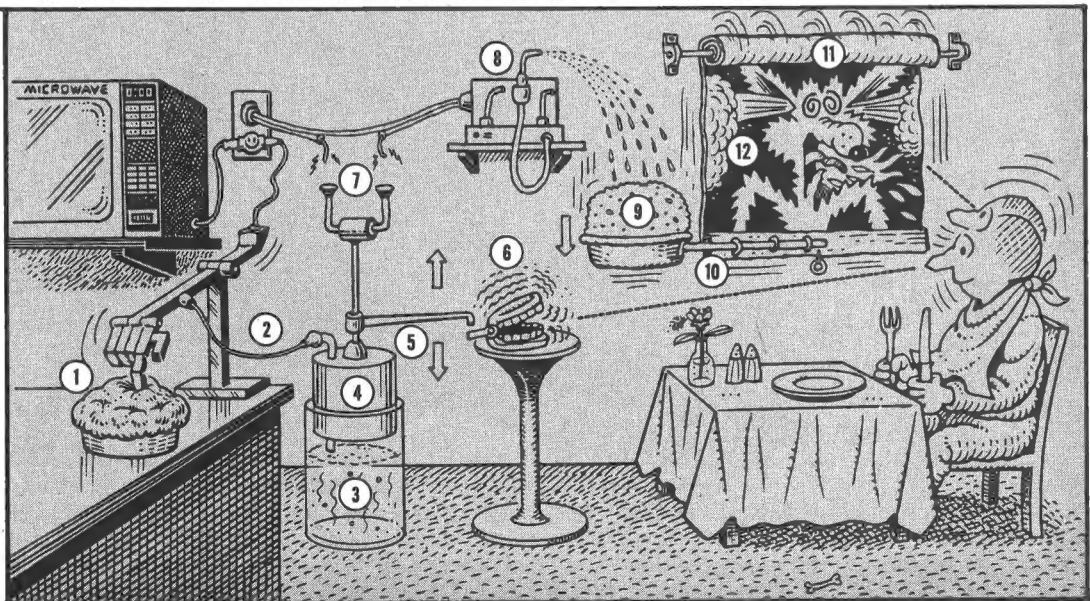
## THE HANDY-DANDY ELVIS DETECTOR

Subject enters through Elvis-sized hole (1) and makes a beeline for jelly donut (2), setting off seismograph (3). Photo-electric beam (4) "counts" number of legs to prevent false alarm by crowds of people weighing the same as Elvis. Wildly swinging seismograph needle activates pulley (5) causing plastic hand (6) to pat dog (7) on head. Dog responds by wagging tail (8). Bell (9) attached to tail ringing loudly, sending out powerful sound waves (10) which vibrate occult crystal pendant (11) on psychic actress Shirley MacLaine (12). This causes her to transmit telepathic message (13) to National Enquirer editor (14), who hypnotically prints headline "ELVIS ALIVE" (15).



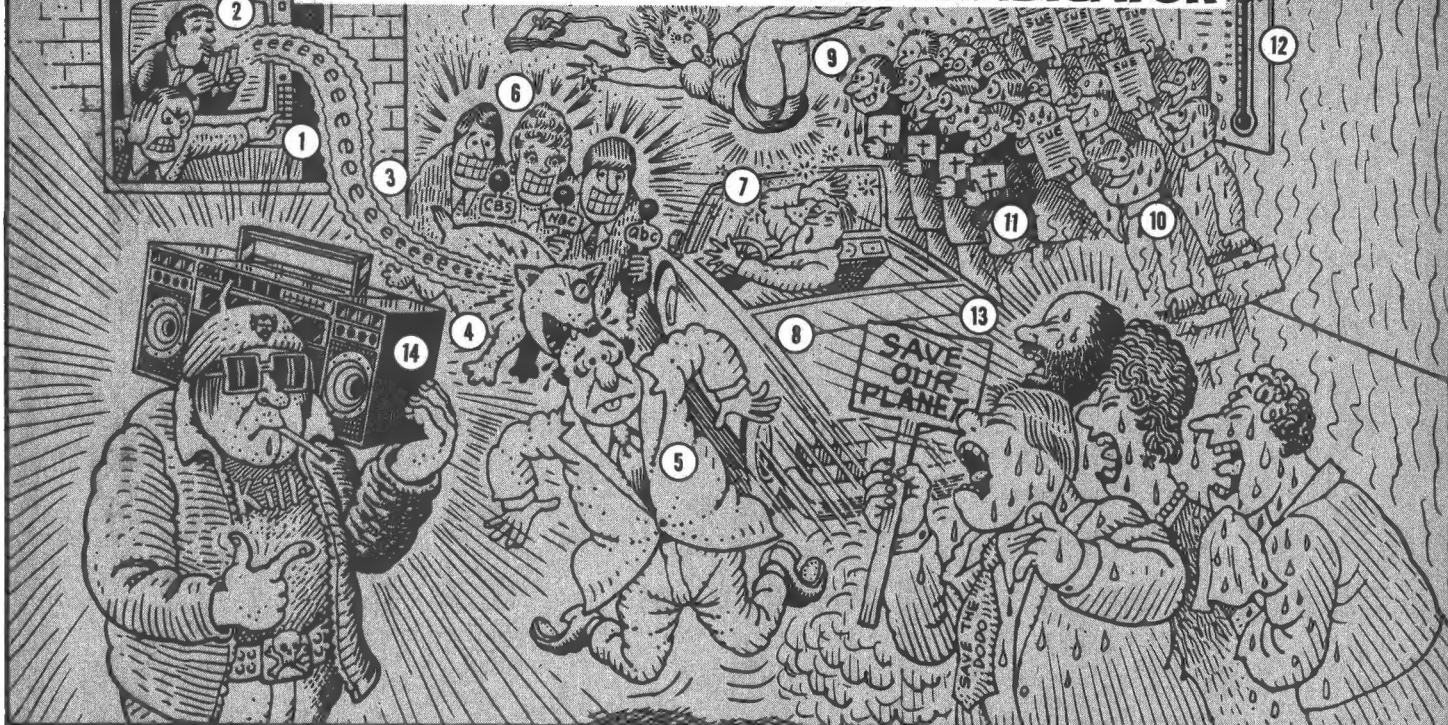
## THE MICROWAVE DINNER TEMPERATURE TESTER

Temperature of just-cooked food (1) is conducted through sensor probe (2) and into beaker of water (3). STILL-FROZEN food cools water, reducing air pressure in beaker, which draws down piston (4) causing copper blade (5) to flip switch of novelty-chattering teeth "COLD" indicator (6). SCALDING-HOT food heats water, increasing air pressure and driving piston up. Copper blade completes electrical circuit (7) to Water Pik (8), which saturates sponge (9) attached to metal rod (10). Weight of sponge and rod unrolls movie screen (11) upon which is projected Wile E. Coyote "HOT" indicator (12) from a classic Warner Brothers Roadrunner cartoon.



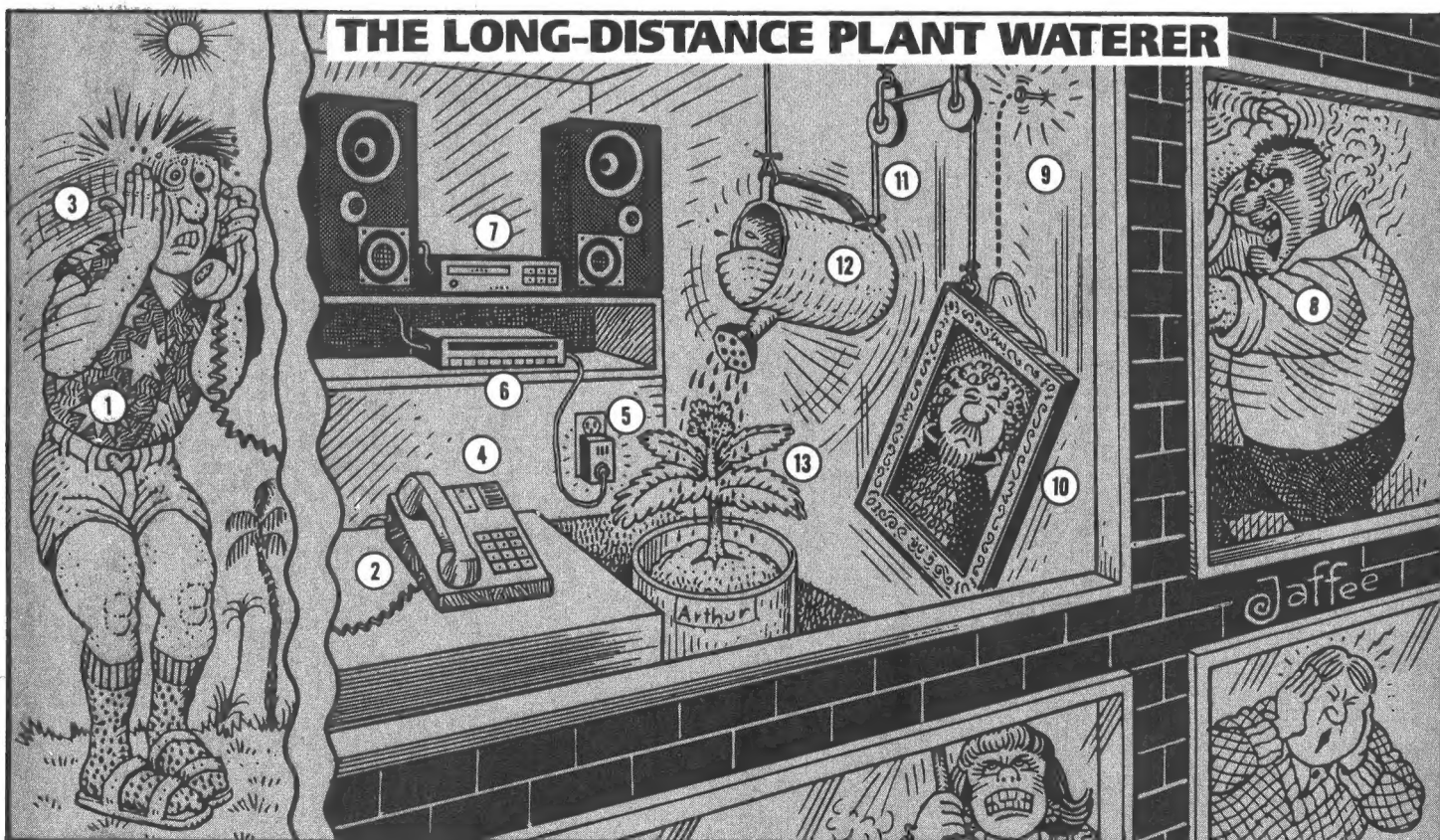


## THE MIRACLE RAP-MUSIC ERADICATOR



At first sign of loud rap music, switch on TV (1) to random cable channel, which naturally is showing a "Zamfir" commercial (2). Annoying high-pitched sound of pan flute (3) rouses Pit Bull dog (4), who bites nearby man (5), attracting a crowd of local TV news reporters (6). Their blinding smiles disorient passing driver (7), who slams on the brakes of his Audi 5000 (8), causing it to accelerate and hit miniskirted secretary (9), attracting a crowd of personal injury lawyers (10) and (for entirely different reasons) a crowd of TV evangelists (11). Body heat from all the reporters, lawyers and tele-preachers raises air temperature 1 1/2 degrees (12) triggering a protest demonstration (13) about the Greenhouse Effect, which completely drowns out radio (14).

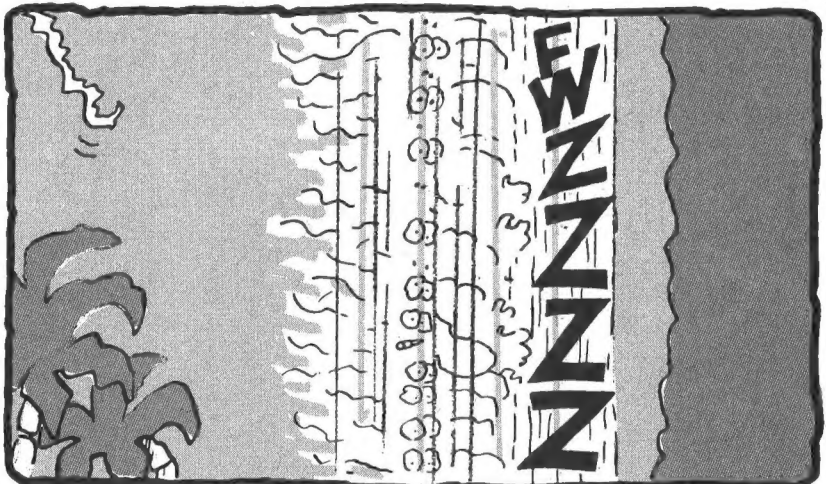
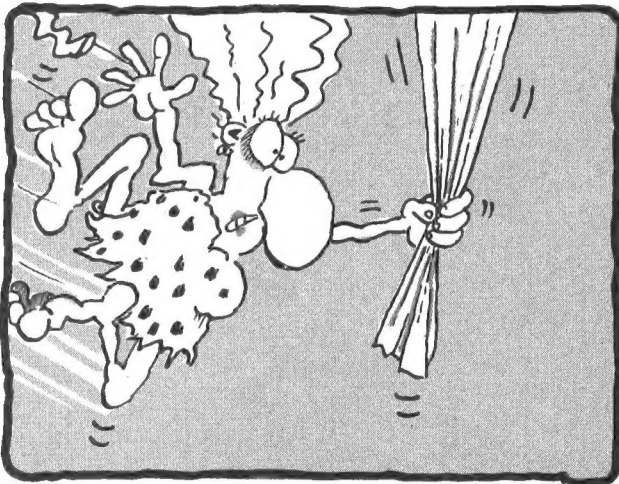
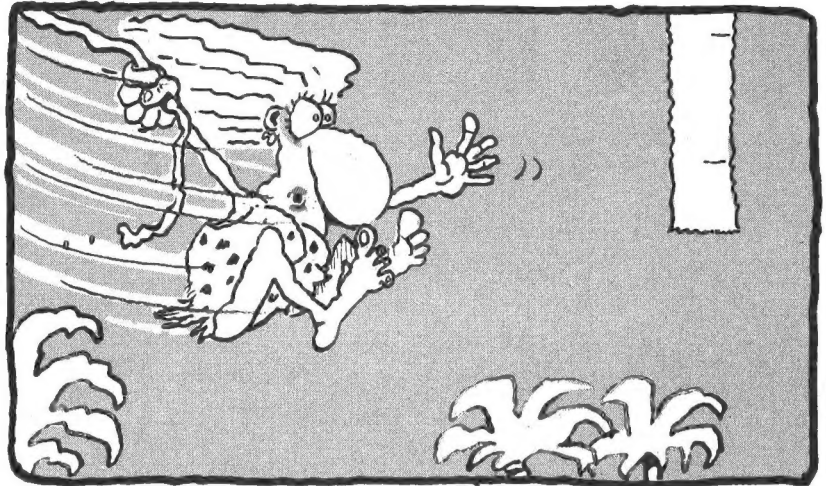
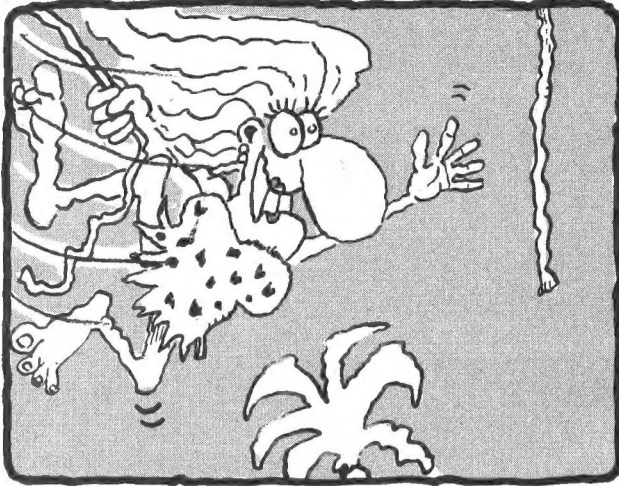
## THE LONG-DISTANCE PLANT WATERER



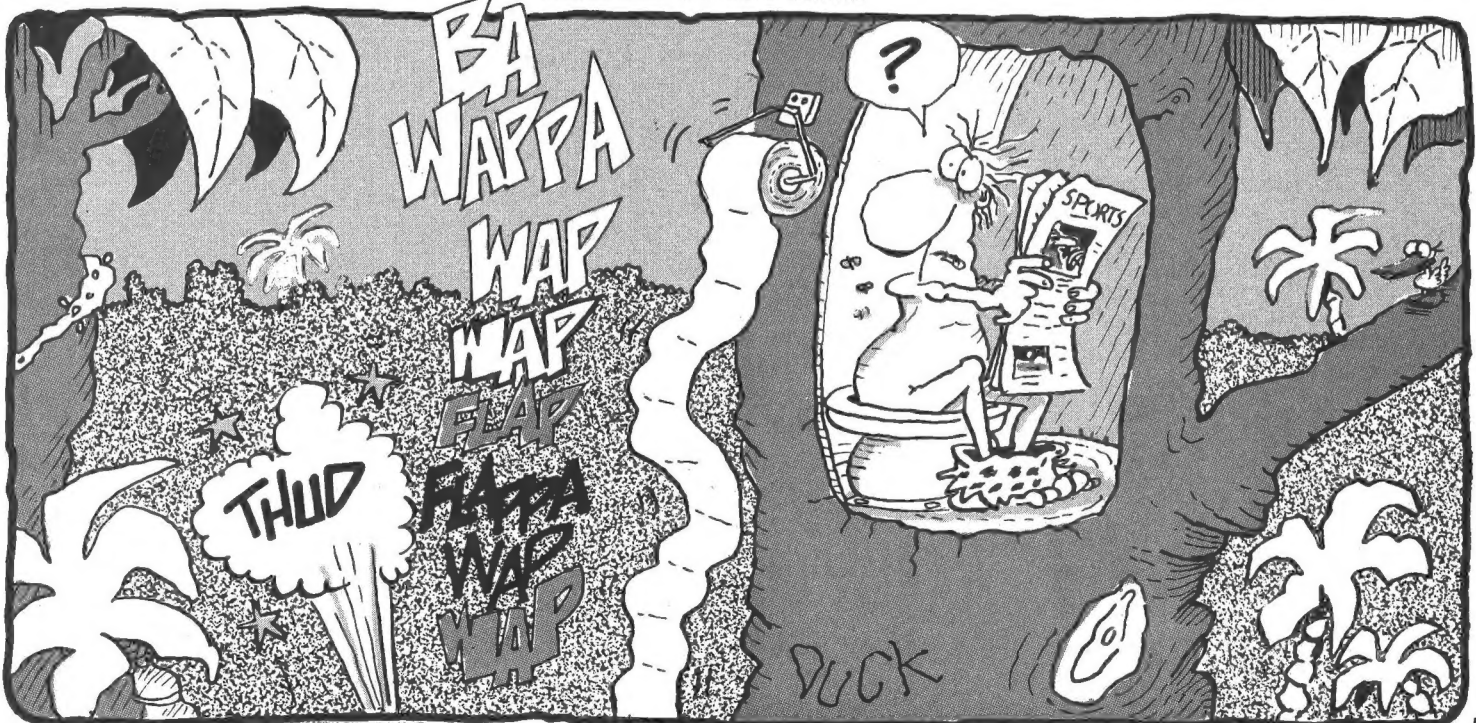
Plant-lover on vacation (1) calls his home phone (2). Upon hearing his own stupid answering machine message (3), he winces and slaps himself. Sound of slap is transmitted through answering machine speaker (4) to "The Clapper" switching device (5), causing it to turn on stereo amplifier pre-set to maximum volume (6) and CD player pre-loaded with the greatest hits of Metallica (7). Within microseconds of music starting, neighbor (8) begins angrily pounding wall (9), knocking picture (10) off its nail and pulling wire (11) attached to watering can (12), tipping it and watering plant (13).



# THE JARRING JUNGLE JOYRIDE



ARTIST AND WRITER: DUCK EDWING





While today's literary market has been flooded with "How-To" books, we at MAD find that there's a shortage of books that explain "How-Not-To" do things. We

# THE MAD "D"

## CHAPTER I: WHAT NOT

ARTIST: PAUL COKER

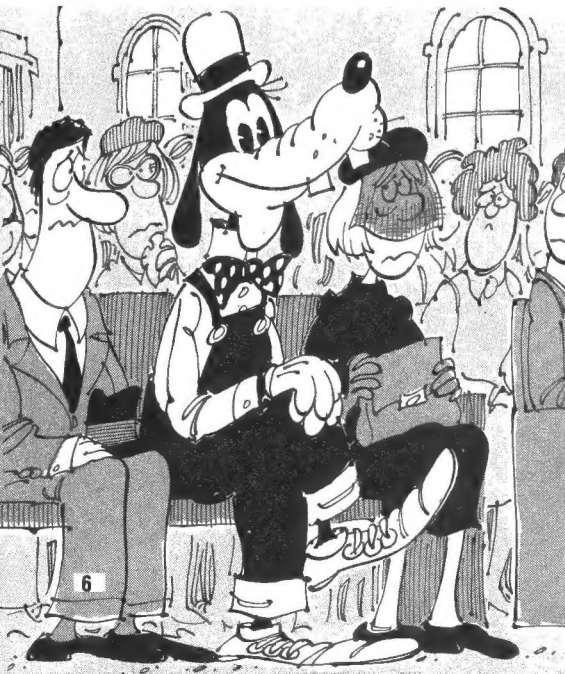
At the wake, **DON'T** use the dearly departed's forehead as a resting place for your drink.



**DON'T** try to cheer up the wife of the deceased by showing her snapshots of her husband having a great time on a recent business trip.



If you're employed at "Disneyland," **DON'T** go to the funeral service direct from work.



**DON'T** wear your "Walkman" if you're one of the pallbearers.



**DON'T** use stilts in order to get a better view of the burial ceremony.





think there's just as much value in knowing what *not* to do as there is in knowing what *to* do. And so, with this in mind, the Editors of MAD proudly present:

# ON'T" BOOK

## TO DO AT A FUNERAL

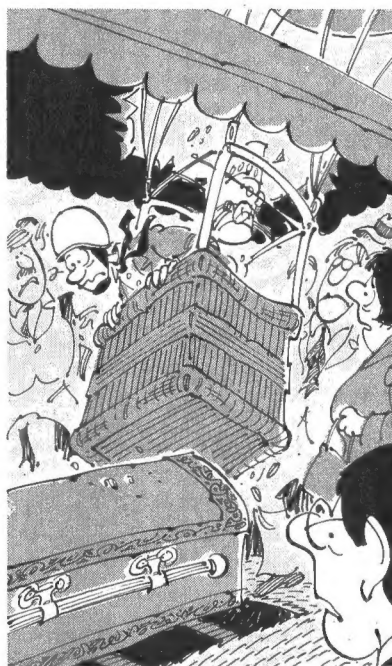


WRITERS: JOE RAIOLA AND CHARLIE KADAU

When you send your condolences to the grieving family, **DON'T** use the "Belly-Gram" message service.



**DON'T** arrive at the cemetery services in a hot air balloon.



**DON'T** play with your frisbee during the cemetery services.



**DON'T** slip the organist \$5.00 and tell him that the deceased's favorite song was "Girls Just Want To Have Fun."



At the reception following the funeral, **DON'T** entertain the guests with a hand puppet of the deceased.



LOOK FOR CHAPTER II OF "THE MAD 'DON'T' BOOK" IN AN UPCOMING ISSUE OF THIS IDIOTIC MAGAZINE



Legend has it that college athletes once were clean-living, law-abiding types idolized as role models. But with all the recent scandals, it seems a new breed of jock is emerging—one who's more a role model for aspiring criminals! Which leads us to this rhyming saga of



# TEN COLLEGE ATHLETES

ARTIST: JACK DAVIS

WRITER: FRANK JACOBS

*Ten college athletes,  
The best the school could sign;  
One punched out a campus cop—  
Slam! Bam! We're down to nine.*



*Nine freshmen athletes,  
Beefed up and looking great;  
One OD'd on steroid shots—  
He's stiff, which leaves us eight.*



*Eight freshmen athletes,  
With juiced-up Porsches revvin';  
One was driving stolen wheels—  
Beep-beep—we're down to seven.*



*Four junior athletes,  
Unleashed and running free;  
One shot up a bar and grill—  
Boom! Boom! We're down to three.*



*Three senior athletes,  
In class, without a clue;  
One flunked out and stabbed his prof—  
Point made—which leaves us two.*



*Two senior athletes,  
Their school-days nearly done;  
One got nailed for coed rape—  
School's out—we're down to one.*



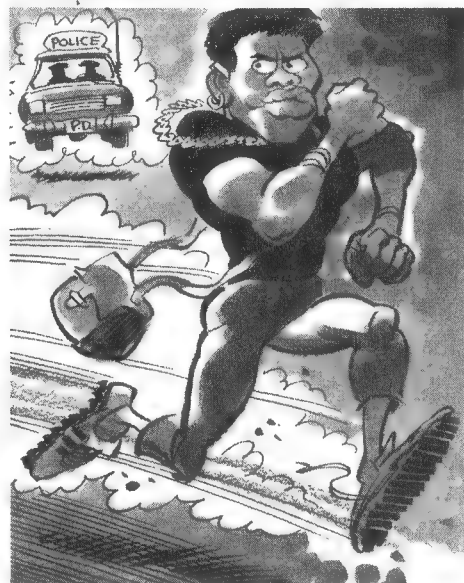
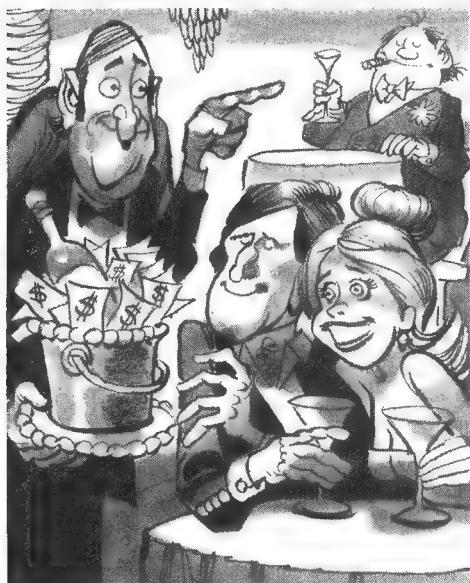




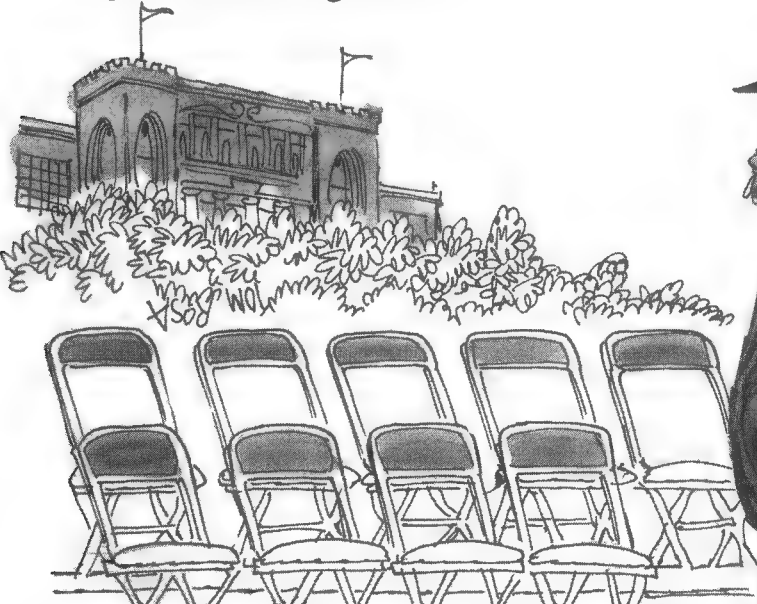
*Seven soph'more athletes,  
Big spenders with the chicks;  
One took payoffs from alums—  
Bye, guy—that leaves us six.*

*Six soph'more athletes,  
Each betting he'll survive;  
One helped gamblers fix a game—  
Bet's off—we're down to five.*

*Five junior athletes,  
Hot stuff and out to score;  
One got busted dealing coke—  
Toot-toot—that leaves us four.*

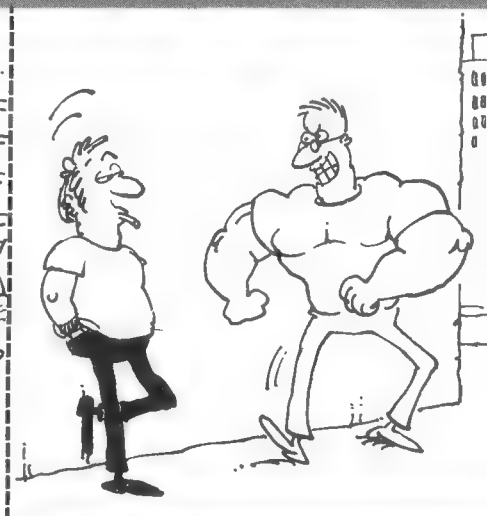
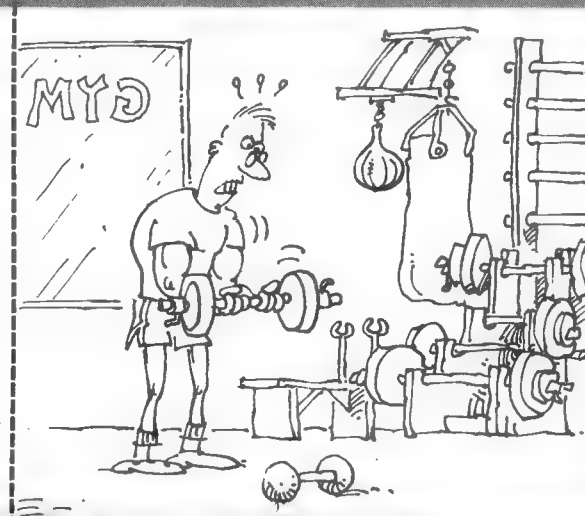


*One college athlete,  
Respected, clean, sincere;  
My gosh, he's gonna graduate!  
Hey! What's he doing here?*

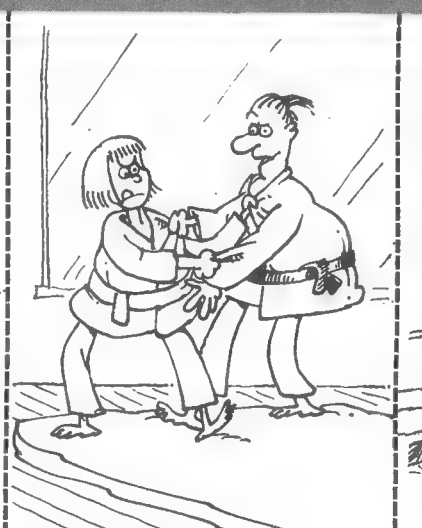
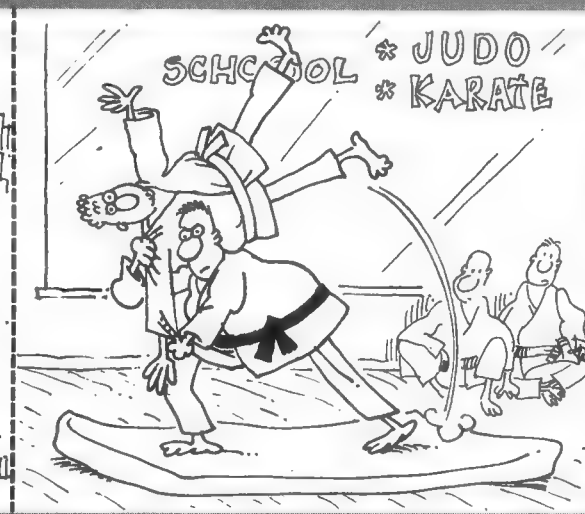




# A MAD LOOK AT SELF-

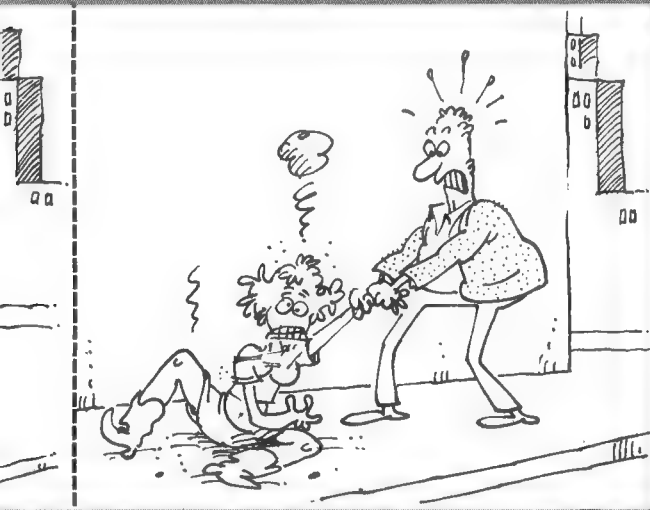
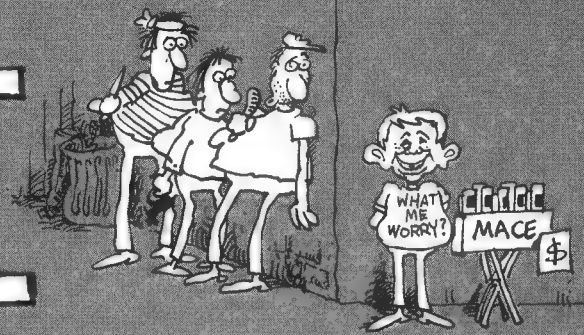


ARTIST AND WRITER: SERGIO ARAGONES

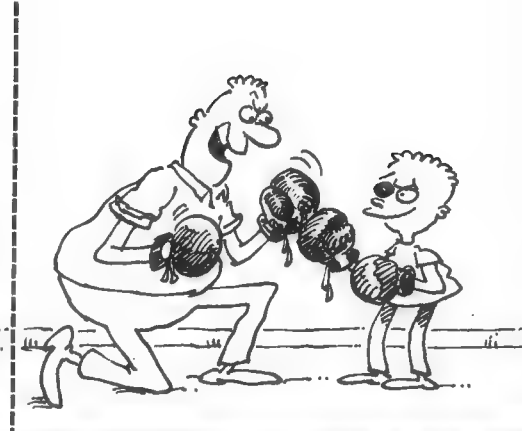
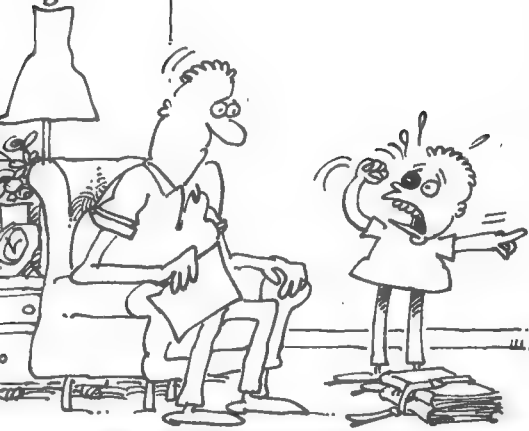




# DEFENSE

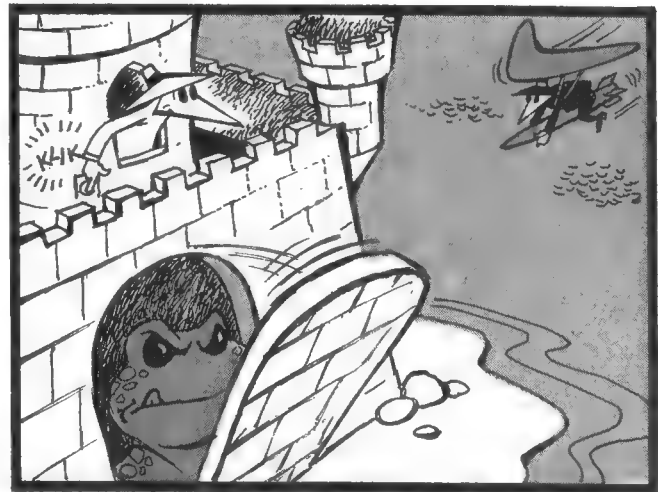
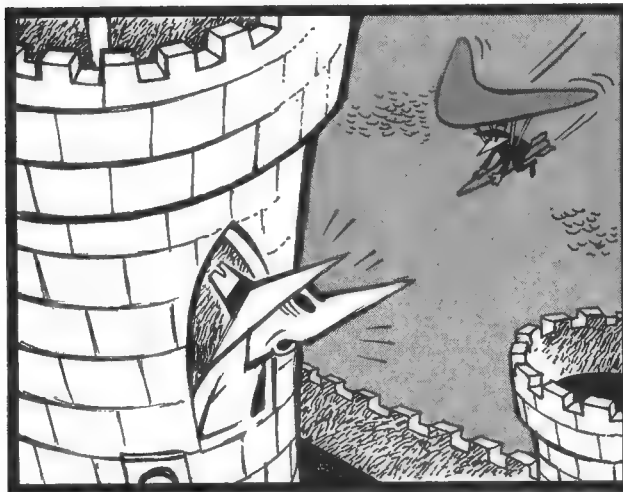
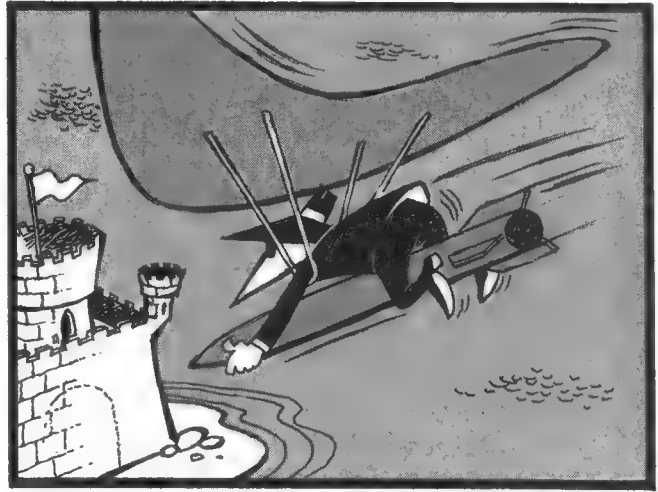






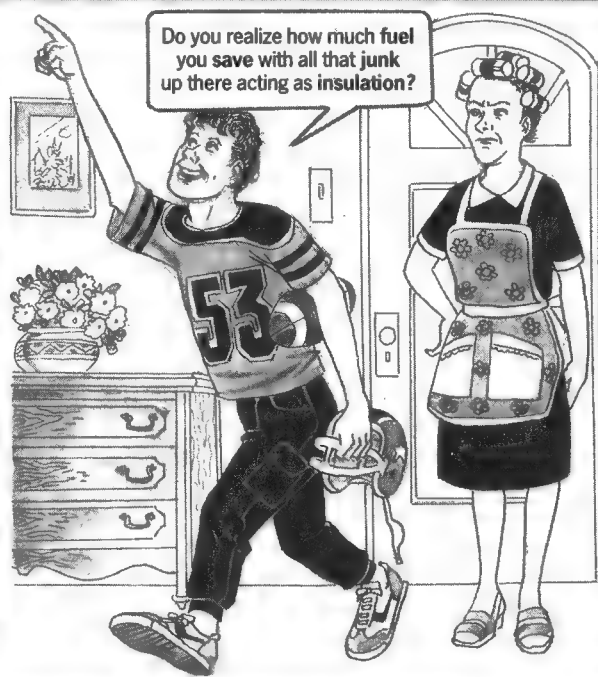


# SPY VS SPY





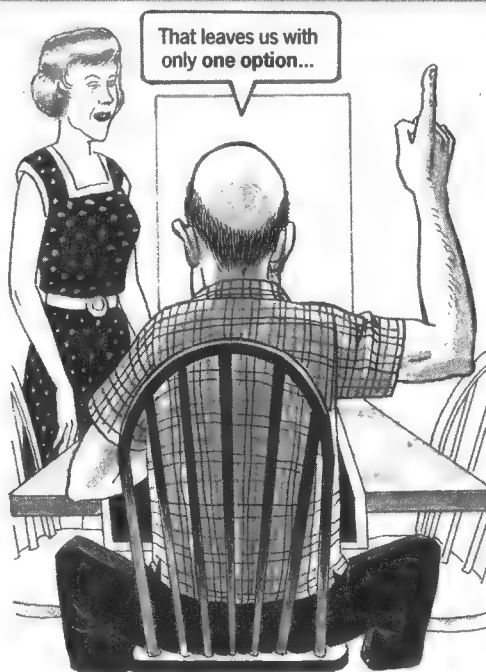
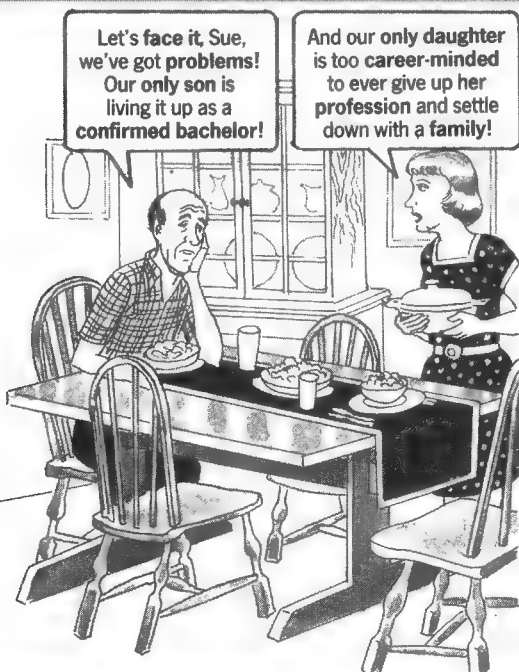
## EXCUSES



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## OFFSPRING





# VIDEOS

Now this is what I call living! Why buck the crowds at the multiplex, fight for a parking space, pay six bucks each to see some bomb and three bucks for popcorn? Rent a video and you don't have to put up with any of the annoyances!

Except one...

...the big mouth in the audience who never shuts up!



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

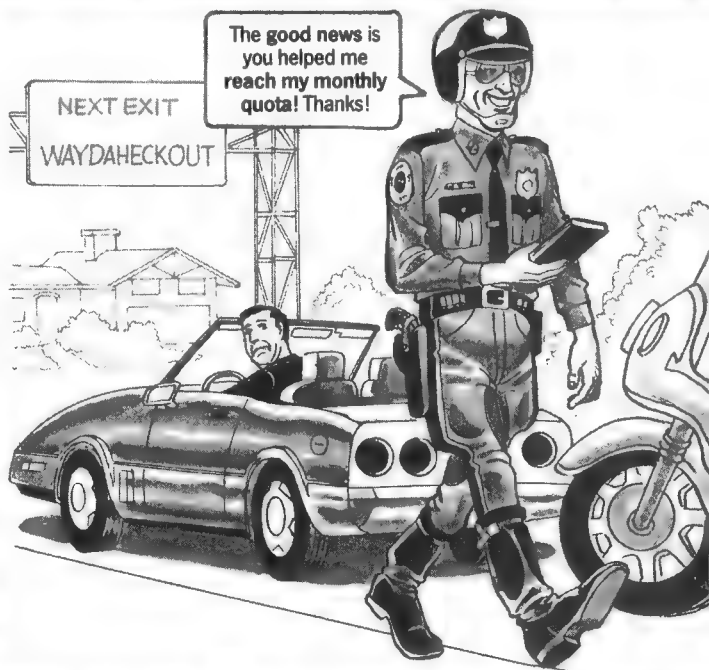
## VIOLATIONS

The bad news is I'm giving you a ticket for exceeding the speed limit, buddy!



NEXT EXIT  
WAYDAHECKOUT

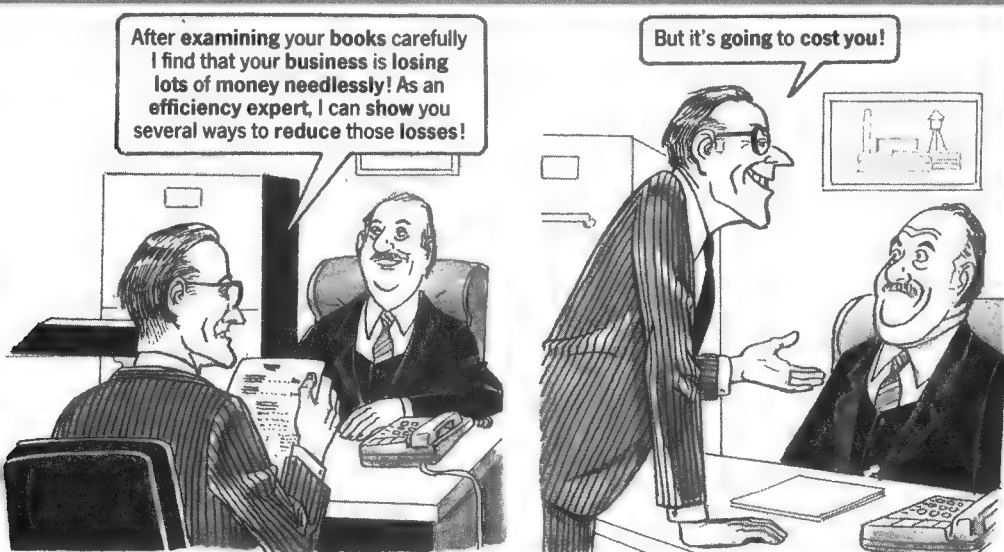
The good news is you helped me reach my monthly quota! Thanks!



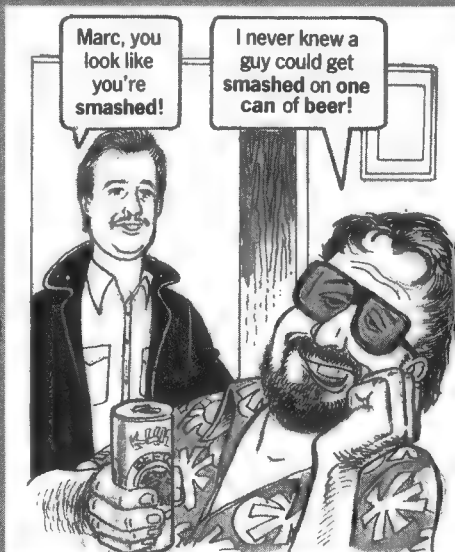
## RELATIONSHIPS



## BUSINESS



## PARTYING

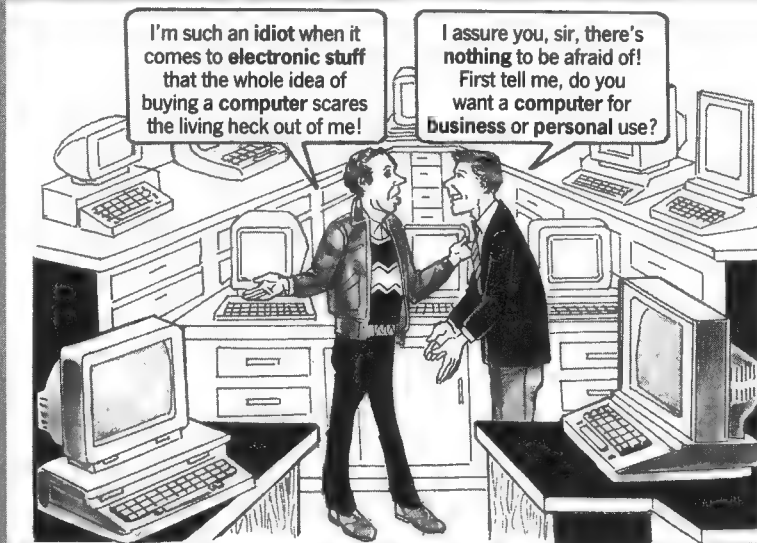


## OBEDIENCE

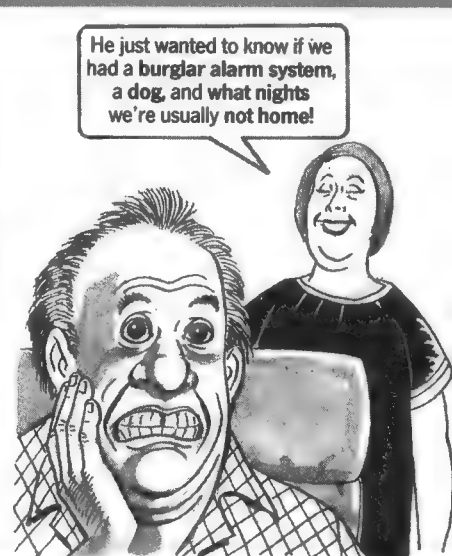




# COMPUTERS



# INQUIRIES



# SUCCESS



## EMPLOYMENT



## POPULARITY

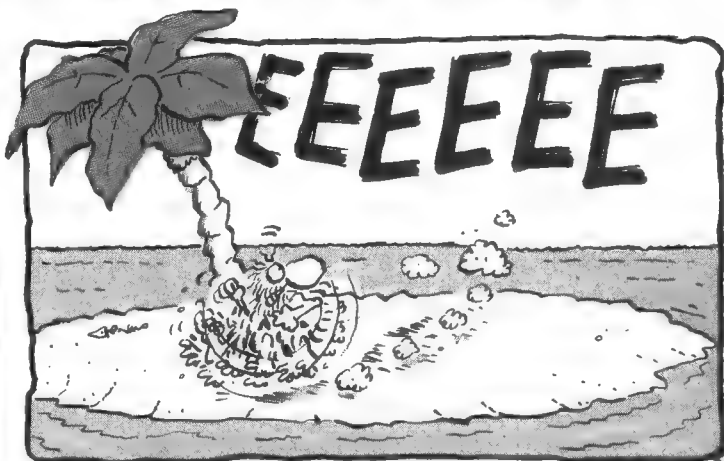


## DOCTORS





# THE INCONCEIVABLE ISLAND INCIDENT



## BEAU JEST DEPT.

It's said "True love is a many splendor thing," and this being the case, every girl longs to meet her perfect match, her own Prince Charming, the proverbial Mr. "Right." Unfortunately, it's also said, "A good man is hard to find" and this makes finding Mr. "Right" more difficult than finding

# GUYS YOU'RE LIKELY TO MEET BEFO

ARTIST: ALYSE NEWMAN



MR. "RIGHT—'TIL YOU MENTION THE WORD 'MARRIAGE'"



MR. "RIGHT OUT OF THE 60'S"



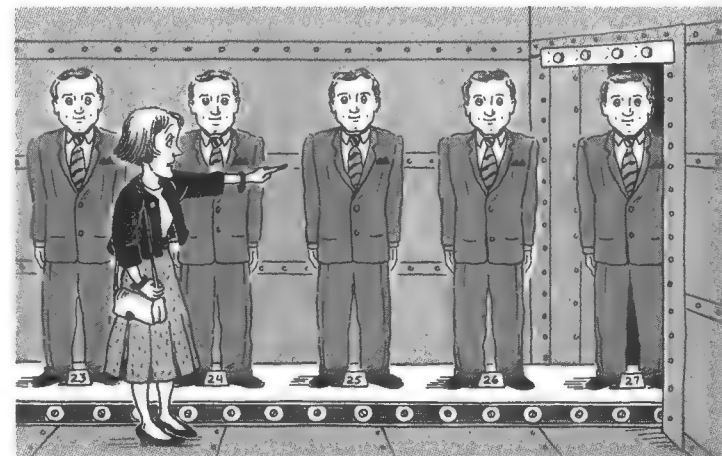
MR. "RIGHT INTO THE BACK SEAT"



MR. "RIGHT AWAY, MOTHER!"



MR. "RIGHT AFTER THE POST-GAME SHOW"



MR. "RIGHT OFF THE ASSEMBLY LINE"



*an intelligent person in the audience of the Morton Downey, Jr. Show! We don't mean to discourage you ladies, but the sad truth is you'll probably get involved with an impressive bunch of losers before you finally find the fellow for you. So brace yourself for the worst, 'cause here are the...*

# RE MR. 'RIGHT'

WRITER: MIKE SNIDER



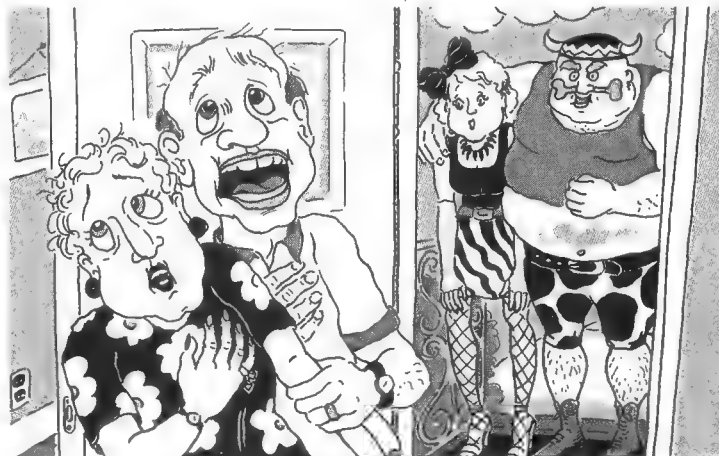
MR. "RIGHT GUARD CANDIDATE"



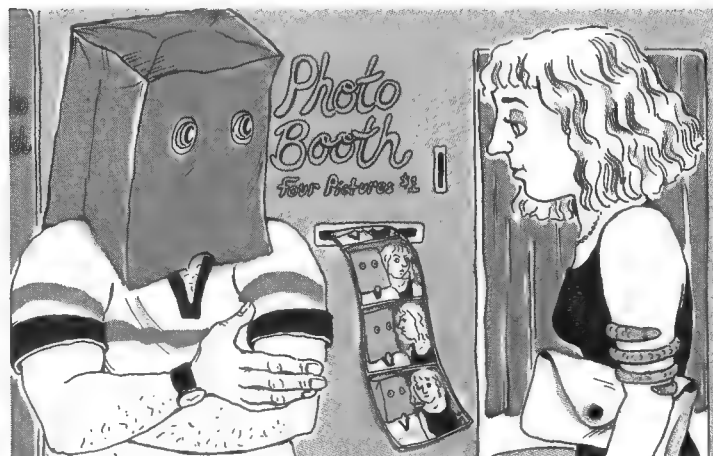
MR. "RIGHT ON, OLLIE NORTH!"



MR. "RIGHT DOWN THE MIDDLE"



MR. "RIGHT INTO INTENSIVE CARE GO YOUR PARENTS!"



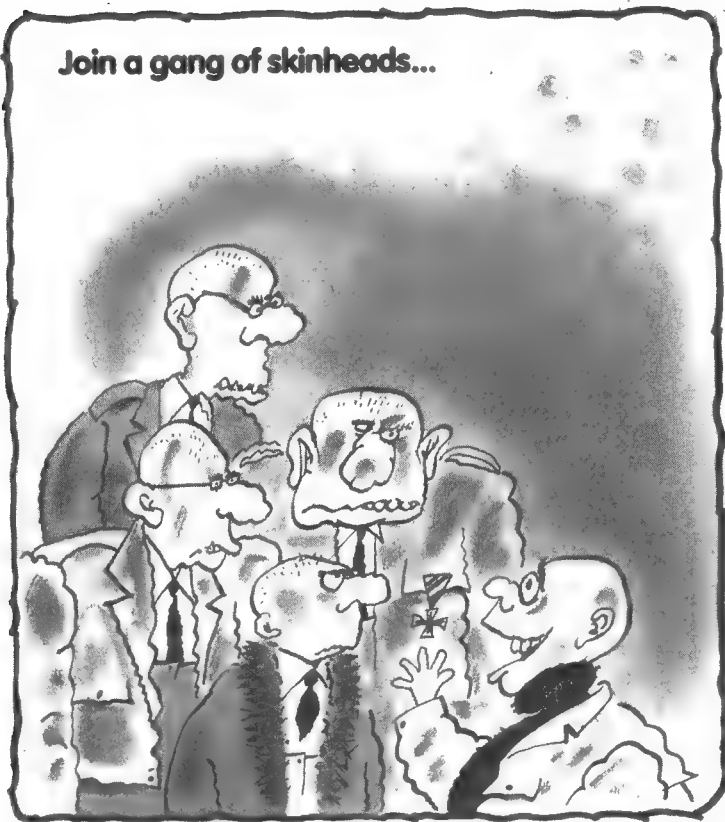
MR. "RIGHT AFTER MY DIVORCE, BABE"



MR. "RIGHTSIDE-DOWN"

# MAD'S Cheap and Painless Methods for... OVER

Join a gang of skinheads...



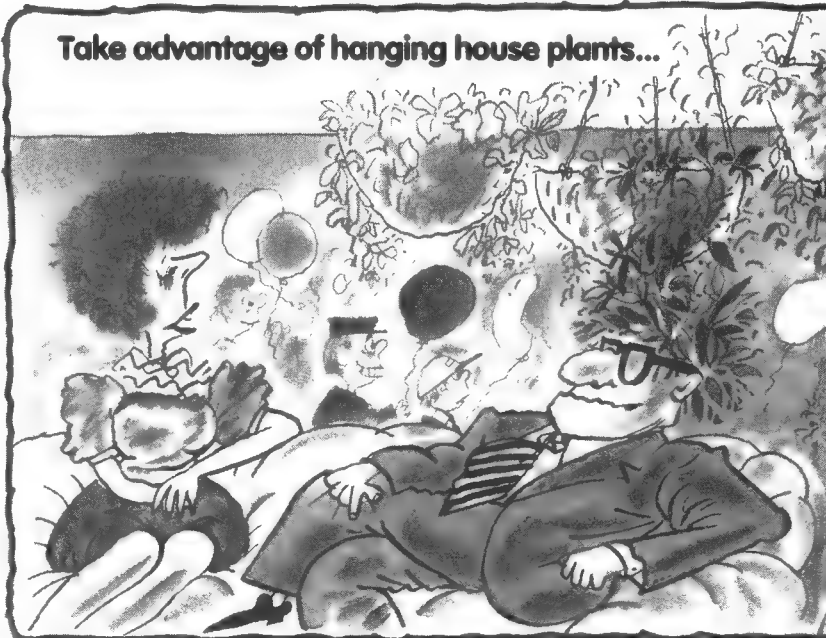
Make friends with small, furry animals...



Comb all your other facial hair upwards and back...



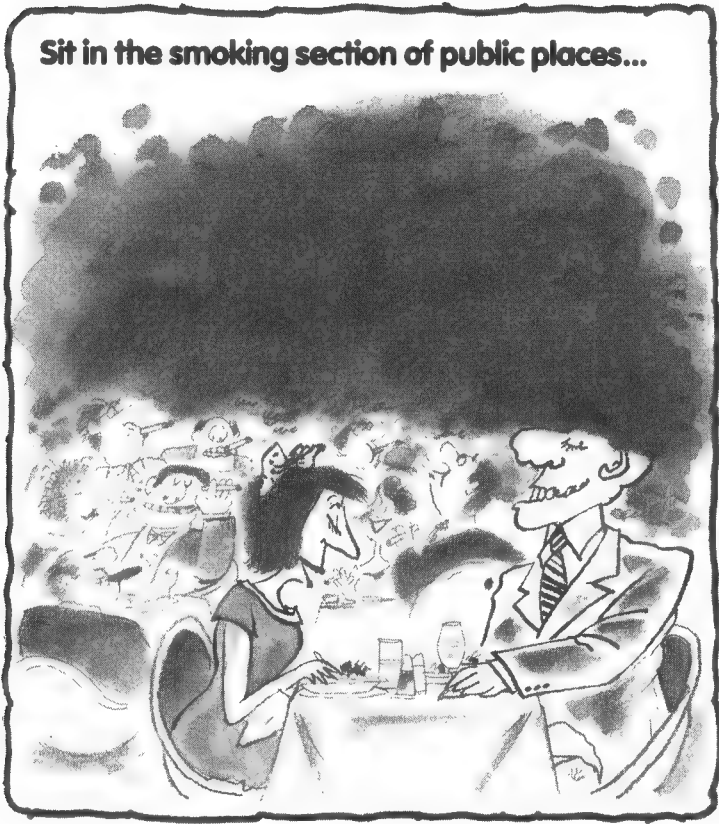
Take advantage of hanging house plants...



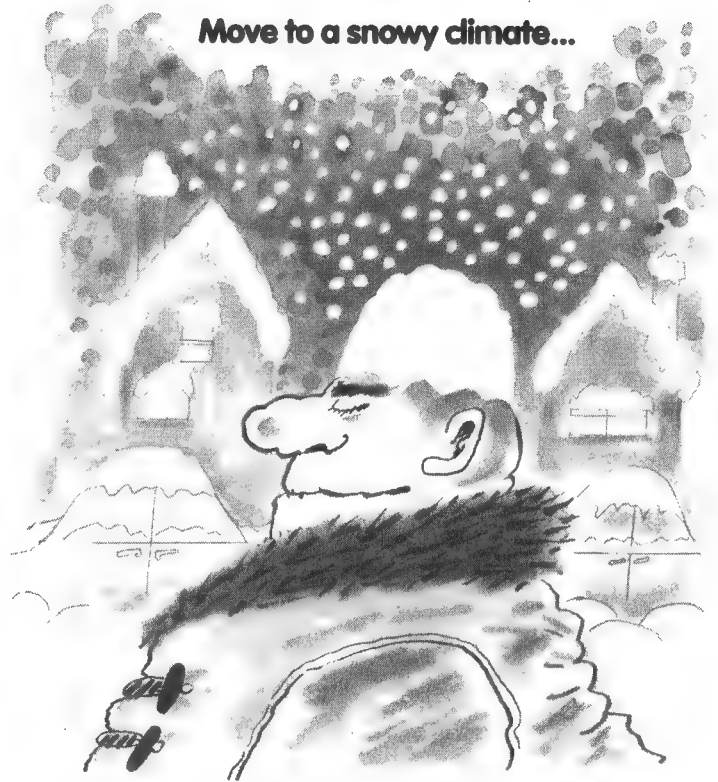


# COMING BALDNESS

Sit in the smoking section of public places...



Move to a snowy climate...

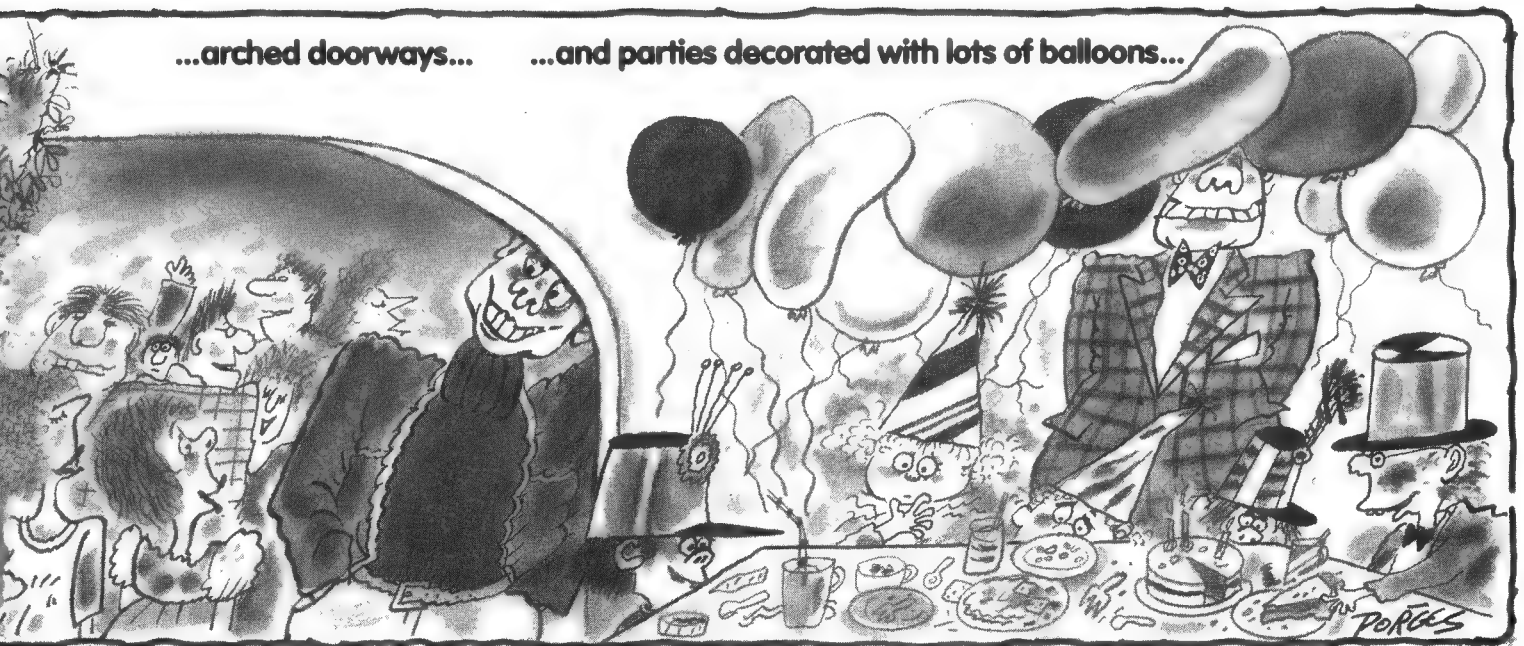


## ...at Little Expense and Even Less Pain

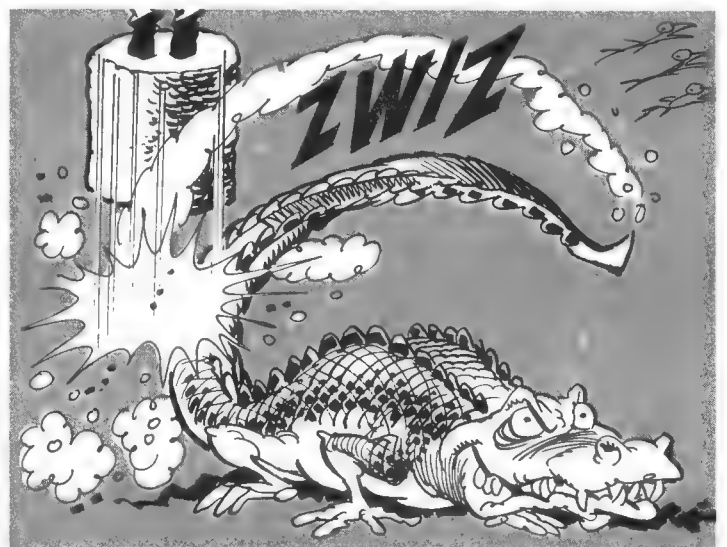
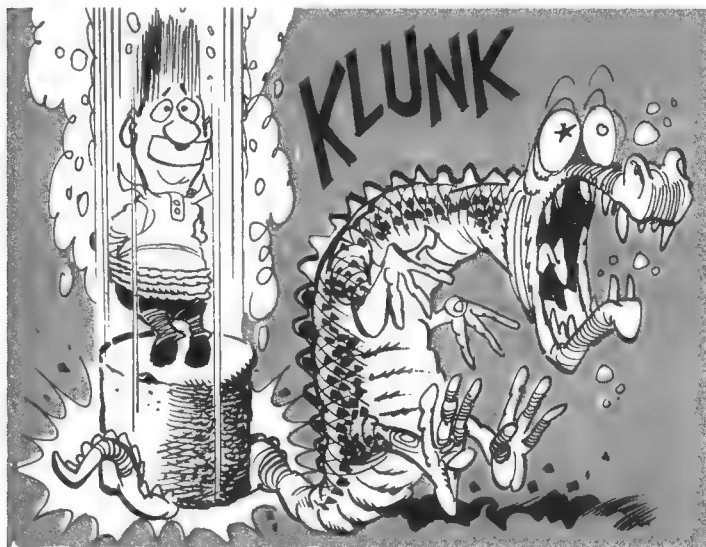
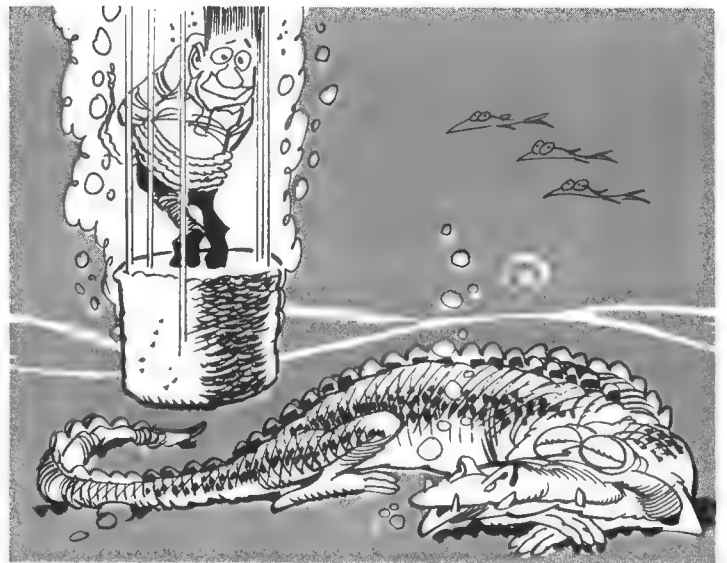
ARTIST AND WRITER: PAUL PETER FORGES

...arched doorways...

...and parties decorated with lots of balloons...



# ONE FINE MORNING IN MIAMI

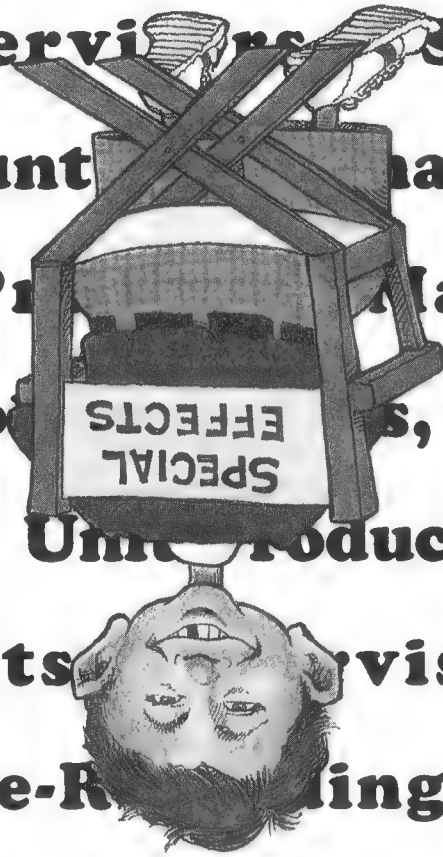




**The following special section is dedicated  
to the unsung heroes of the movies:**

**The Gaffers, Set Dressers, Best Boys,  
Script Supervisors, Second Unit  
Directors, Stunt Coordinators, Costume  
Designers, Production Masters, Dolly  
Operators, Foley Artists, Hair Stylists,  
DGA Trainees, Unit Production Managers,  
Visual Effects Supervisors, Camera  
Operators, Re-Recording Mixers, Film  
Loaders, Assistant Lighting Technicians,  
Grips, Transportation Captains, Negative  
Cutters, Camera Assistants, Apprentice  
Sound Editors and all the other deadbeats**

**that had absolutely nothing to do with the writing or drawing of the next 47 pages!**



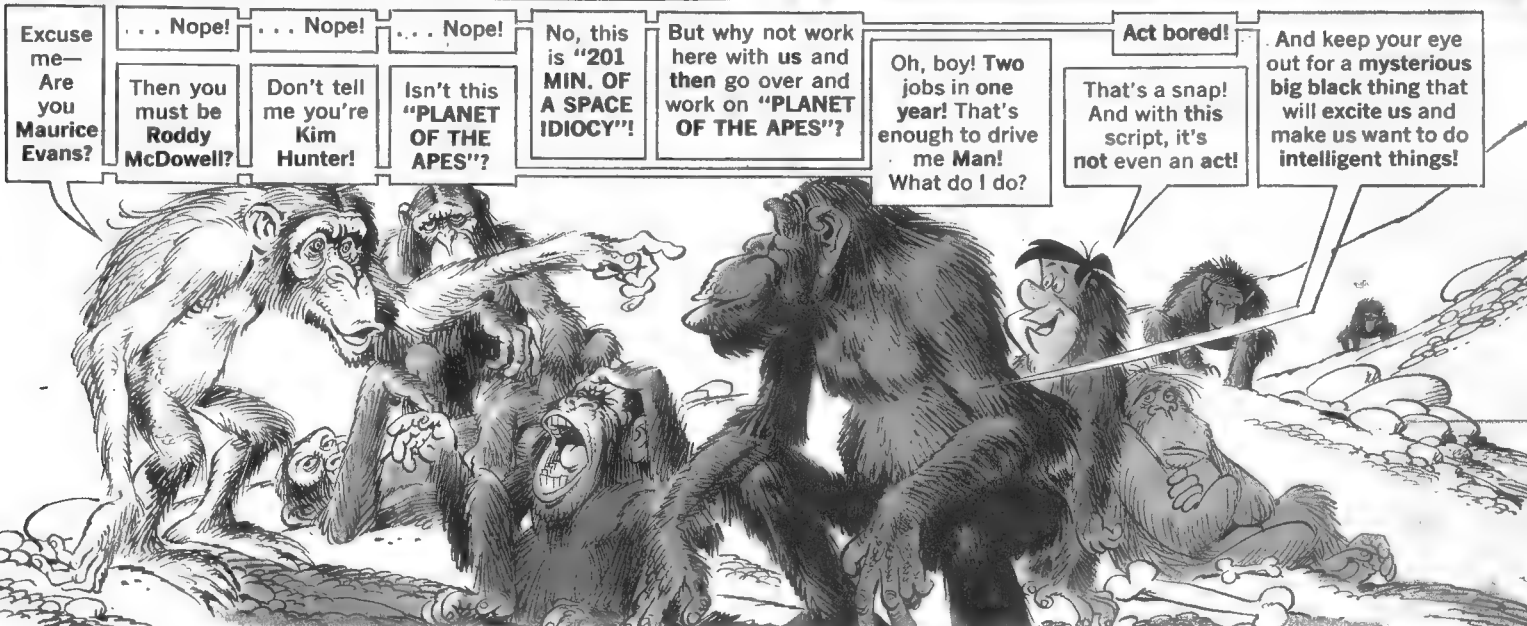


SLAB-SCHTICK-COMEDY DEPT

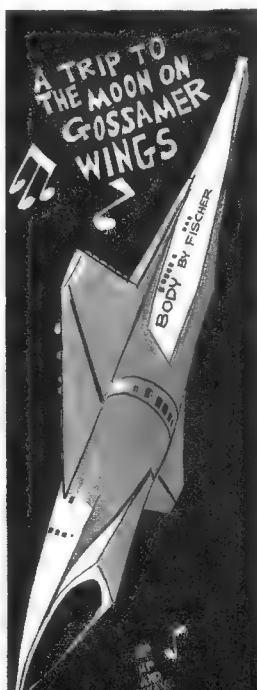
If you've seen it, you'll know exactly what we're talking about! And  
If you haven't seen it, rest assured that we've just saved you from

# 201 MIN. OF A SPA

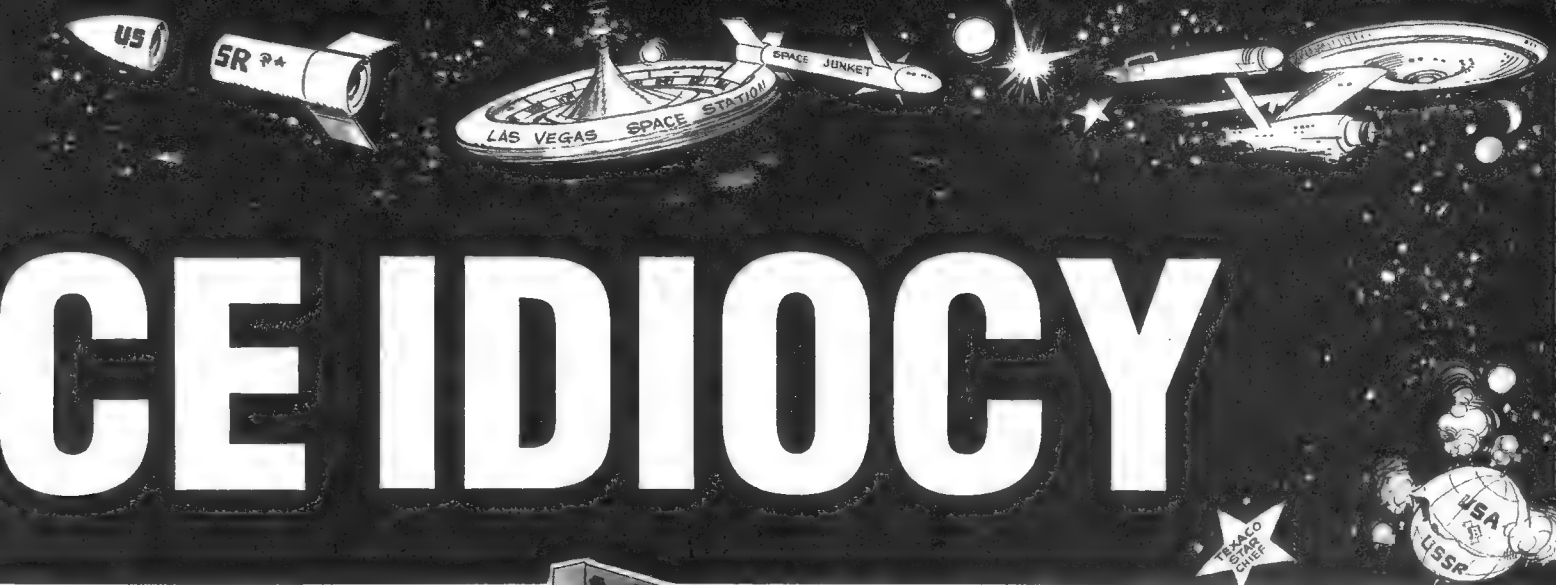
## THE DAWN OF MAN



ARTIST: MORT DRUCKER







# CE IDIOCY

Look at that! What is it—a Prehistoric Handball Court!

Who ever heard of a Handball Court that plays music?

Maybe it's a giant-size Prehistoric Transistor Radio?

Or a Dawn of Man Tape Deck?!

You're ALL wrong! It's the mysterious big black thing that's supposed to excite us and make us want to do intelligent things!

Y'know, you're right! I FEEL like doing an intelligent thing . . . !

I feel like **QUITTING** this stupid movie—**RIGHT NOW!!**



WRITER: DICK DE BARTOLO

Never mind! I'll keep my hand over my mouth!

You'll get used to the little problems . . . like sneezing the same sneeze in and out ten times!

Is that our space station?

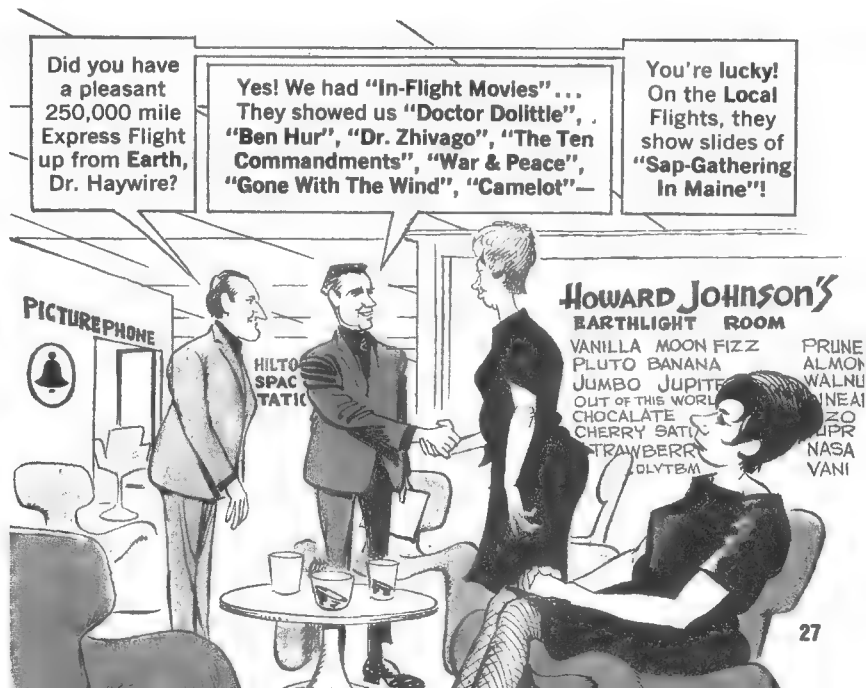
I sure hope so! Last month, our Captain tried to land us in the giant Ferris Wheel at Coney Island!



Did you have a pleasant 250,000 mile Express Flight up from Earth, Dr. Haywire?

Yes! We had "In-Flight Movies" . . . They showed us "Doctor Dolittle", "Ben Hur", "Dr. Zhivago", "The Ten Commandments", "War & Peace", "Gone With The Wind", "Camelot"—

You're lucky! On the Local Flights, they show slides of "Sap-Gathering In Maine"!



**HOWARD JOHNSON'S**  
EARTHLIGHT ROOM

VANILLA MOON FIZZ  
PLUTO BANANA  
JUMBO JUPITER  
OUT OF THIS WORLD  
CHOCOLATE  
CHERRY SATIN  
STRAWBERRY  
OLYMPIA

PRUNE  
ALMOND  
WALNUT  
MINEAI  
ZOO  
NUPR  
NASA  
VANI

Dr. Haywire, just what IS really going on at Habeas Corpus Station? Rumor has it that there's a deadly flu epidemic!

I'm afraid I can't say anything, Dr. Smyles! I cannot tell you whether there is a deadly epidemic, or if that's just a cover-up for a story so shocking—so unbelievable—so bizarre that the public will have to be braced before it can be told about the frightening discovery!

You always **did** have tight lips, Doctor!

If you'll excuse me now, I have to telephone my wife. She'll want to know about the 2-million-year-old Black Monolith we found which no one has been able to identify!

Very well. But if you change your mind and care to tell me anything, I'd be very interested!

What do you mean, you lost my set of matched lightweight Samsonite luggage—and it's 4 years till the next flight arrives?!



Hi, Honey! I thought I would surprise you and Video-Phone ...

W-why, Sweetie! This IS a surprise! I was just telling the m-milkman here that you won't be home for a while, and to take back a quart!

Well, I just wanted to know you're okay!

I'm fine. On the way home from the moon, will you pick up a loaf of bread, Dear?

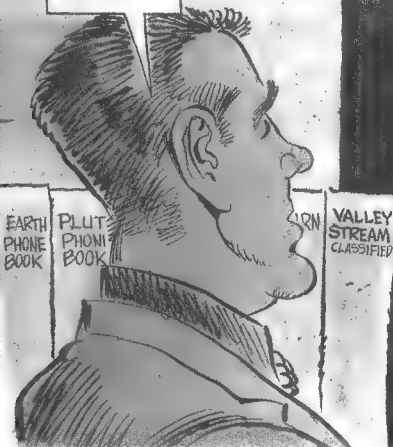
I will! Bye, now! I've got a secret meeting to go to!

Goodbye, Dear!

Bye, Doc! Give our regards to the Monolith!

Operator, what were the charges for that call?

Deposit \$17,500 for the first three minutes, plus 10¢ for the overtime!



Members of Space Station Habeas Corpus—First, I want to congratulate you on the fabulous job you did—spreading that rumor about the flu epidemic here. It's been a great cover-up for the discovery of the Monolith. By the way, where is Doctor Ryan and Professor Woodhull ...?

They both died—of acute flu rumors!

Now, that's what I call sticking to a story!

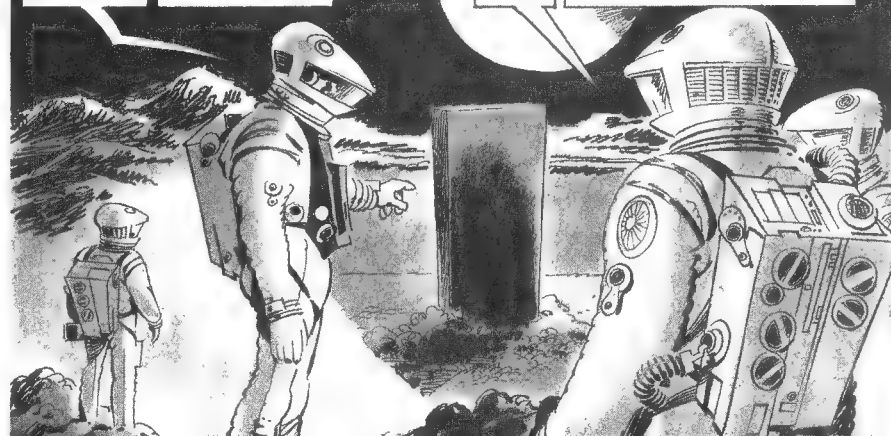
Well ... there it is, Dr. Haywire! What do you think?

Boy, that's a Black Monolith if ever I saw a Black Monolith!

It was buried nearly 2 million years ago!

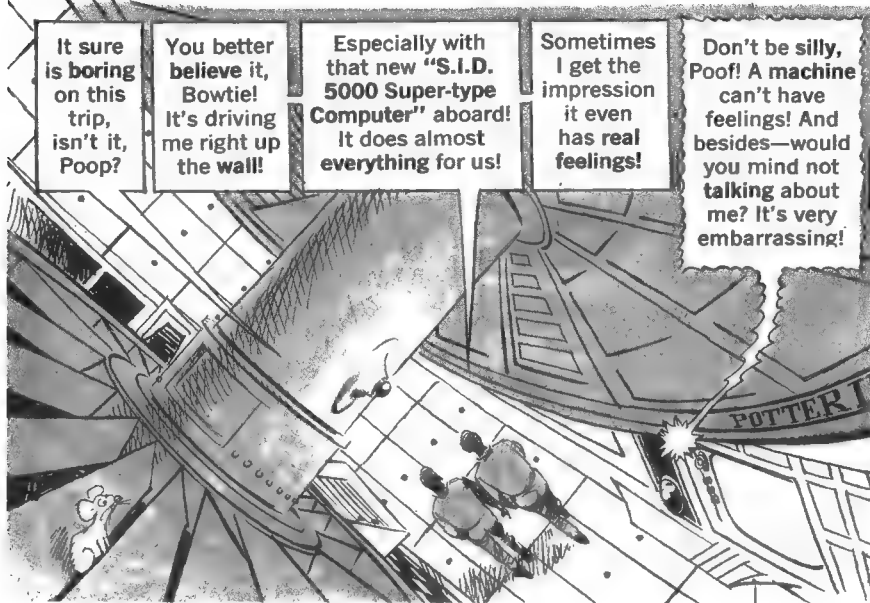
How do you know that?

By checking the molecular structure, the magnetic output, the cobalt oxide content, and mainly the date ... which happens to be stamped on the back!





# ON BOARD "MISADVENTURE I"—THE JUPITER MISSION—SEVERAL MOONS LATER



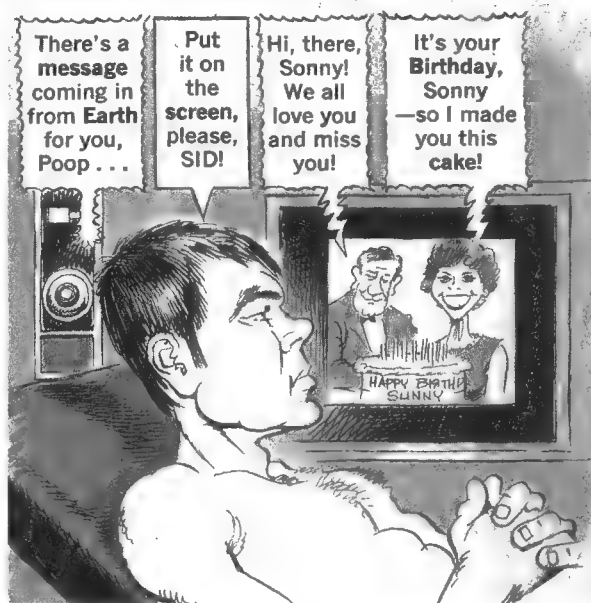
It sure is boring on this trip, isn't it, Poop?

You better believe it, Bowtie! It's driving me right up the wall!

Especially with that new "S.I.D. 5000 Super-type Computer" aboard! It does almost everything for us!

Sometimes I get the impression it even has real feelings!

Don't be silly, Poop! A machine can't have feelings! And besides—would you mind not talking about me? It's very embarrassing!

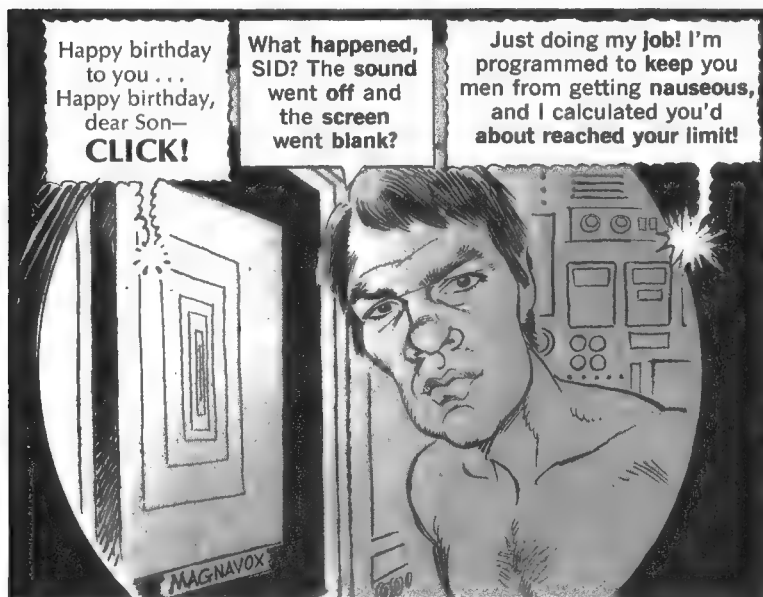


There's a message coming in from Earth for you, Poop . . .

Put it on the screen, please, SID!

Hi, there, Sonny! We all love you and miss you!

It's your Birthday, Sonny—so I made you this cake!



Happy birthday to you . . . Happy birthday, dear Son—  
**CLICK!**

What happened, SID? The sound went off and the screen went blank?

Just doing my job! I'm programmed to keep you men from getting nauseous, and I calculated you'd about reached your limit!

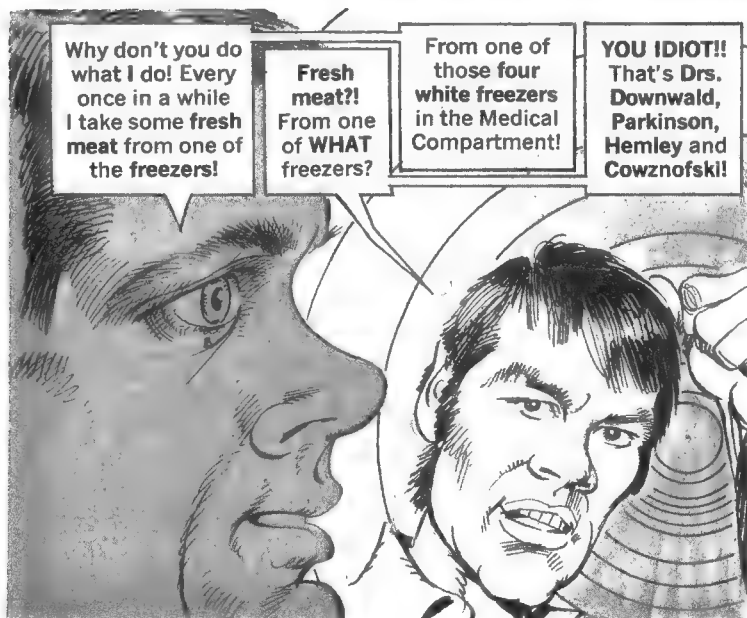


I've brought you your dinner, Poop—a glass of steak, a glass of potatoes, a glass of pie, and a glass of ice cream!

Nothing to drink . . . ?

Yeah, a piece of coffee!

I'm getting so sick of all this artificial food and artificial light and artificial air! Do you know that those are artificial "artificial flowers"!!?



Why don't you do what I do! Every once in a while I take some fresh meat from one of the freezers!

**Fresh meat?!**  
From one of **WHAT** freezers?

From one of those four white freezers in the Medical Compartment!

**YOU IDIOT!!**  
That's Drs. Downwald, Parkinson, Hemley and Cowznofski!



Oh, no! You mean I've eaten **Doctor Cowznofski?**

That's right! What'll you tell **MRS. Cowznofski?**

That he was a great man—and he was delicious to the end?!!

Sorry to interrupt your meal, guys, but I just discovered a broken **TK-591 UHF Parabolic Reflector!**

A b-broken reflector! What should we do, SID?

By God, it's a comfort to have a life-saving device like a computer on board!

YOU'RE an S.I.D. 5000 Computer!!

Er—Bowtie, how about coming down to my Pod for a minute! I want to put up new drapes and I'd like to get your opinion!

What's going on, Poop? These old drapes are just fine . . . !

SHHH! Wait—SID, shut the door!

Okay, Poop! Now shut the TV system!

Right, Poop! Now shut your ears!

So you can talk about me behind my back?! Nothing doing!!

Thanks, boys! You know an S.I.D. 8000 Computer has never made a mistake!

Er—uh—Well, we never make any mistakes . . . but we forget a lot!



It's your birthday soon, and there are some things we CAN'T talk about in front of you, SID! C'mon — shut your ears!

That's right! It's . . . it's my birthday, soon! I'm—I'm gonna be seven!

Four!

Oh, yeah! Four! I forgot!

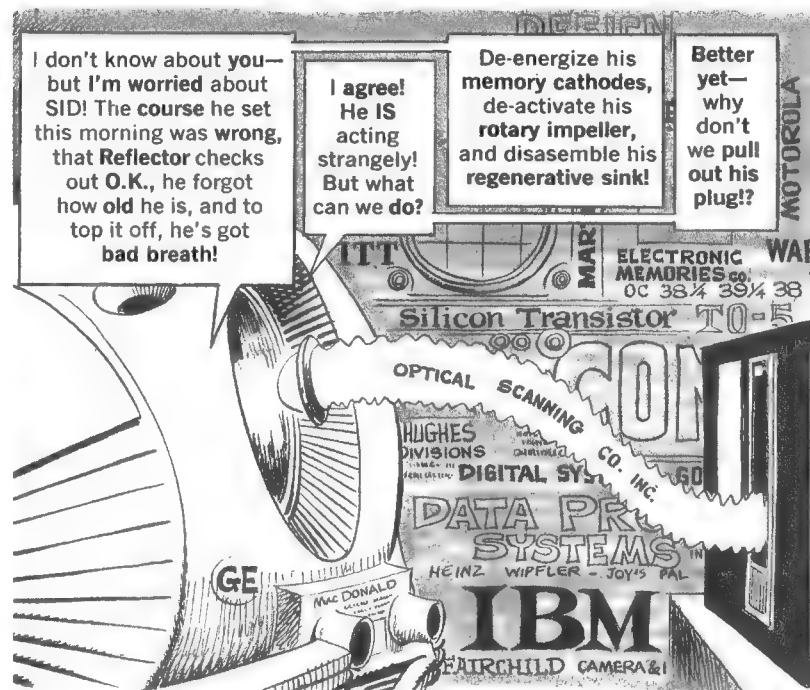
Okay, guys! I'll shut my ears!

I don't know about you—but I'm worried about SID! The course he set this morning was wrong, that Reflector checks out O.K., he forgot how old he is, and to top it off, he's got bad breath!

I agree! He IS acting strangely! But what can we do?

De-energize his memory cathodes, de-activate his rotary impeller, and disassemble his regenerative sink!

Better yet—why don't we pull out his plug!?



Poop, you keep SID occupied so I can get to his plug!

Good idea!

請月  
指月  
明年

SID, will you prepare my Space Pod, please?

Of course, Poop! But why do you want your Space Pod?

I want to go outside and fix that broken reflector!

Oh, is THAT all you want!?

IF ALL SYSTEMS FAIL  
PUSH THIS BUTTON

1,000.00 VOLTS

VERY LIFT.

AC

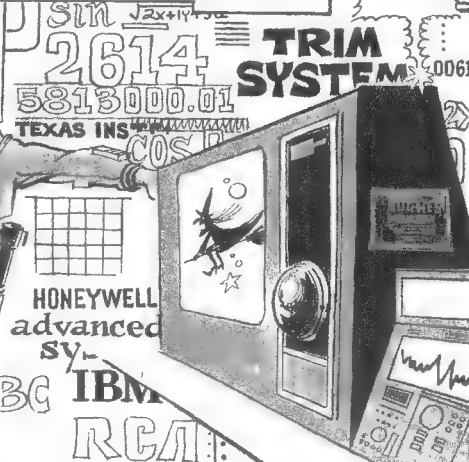
DC

BC

IBM

RCA

HONEYWELL  
advanced  
sy-

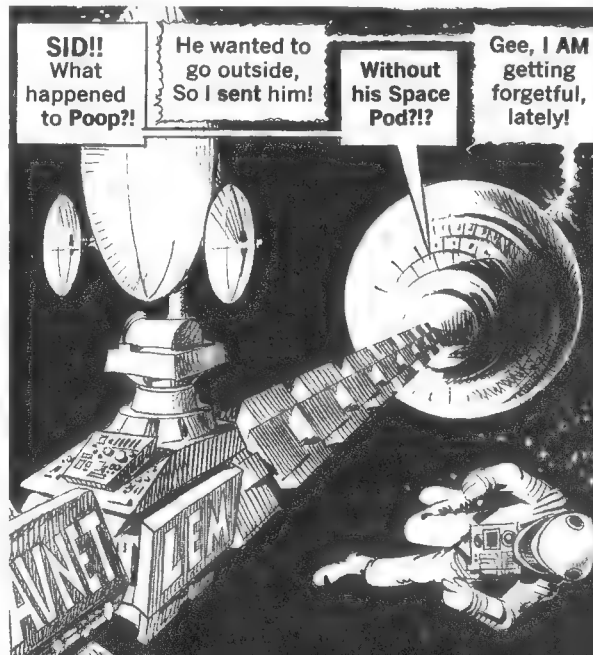


SID!! What happened to Poop!?

He wanted to go outside, So I sent him!

Without his Space Pod???

Gee, I AM getting forgetful, lately!



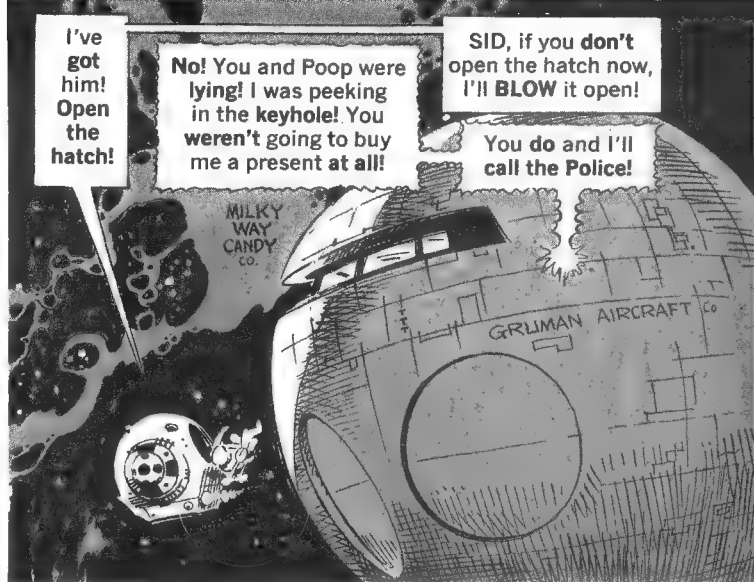




I've got to go out there and save him! SID— prepare my Space Pod!

Prepare your own Space Pod!

You're going to **HEAR** about this when I get back, SID! And I'm also going to tell your mother and father machine...



I've got him! Open the hatch!

No! You and Poop were lying! I was peeking in the keyhole! You weren't going to buy me a present at all!

SID, if you don't open the hatch now, I'll **BLOW** it open!

You do and I'll call the Police!

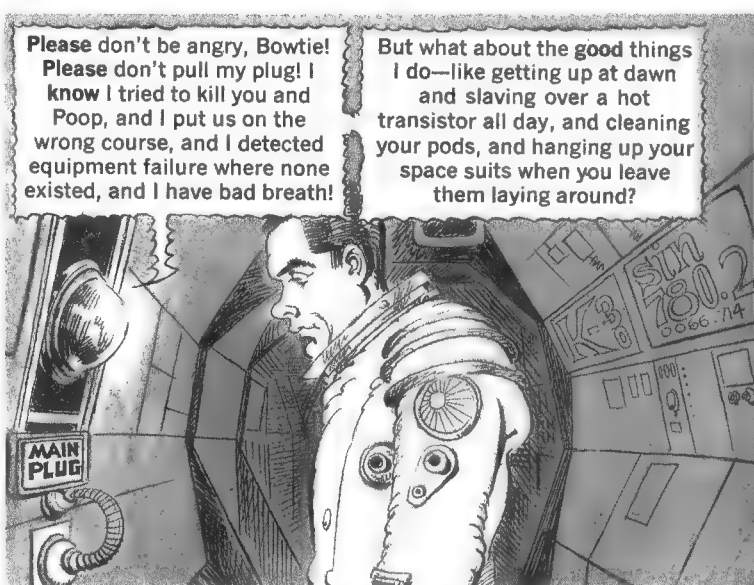


**BOWTIE!!** How did you manage to get back in?

I came through the cellar door...

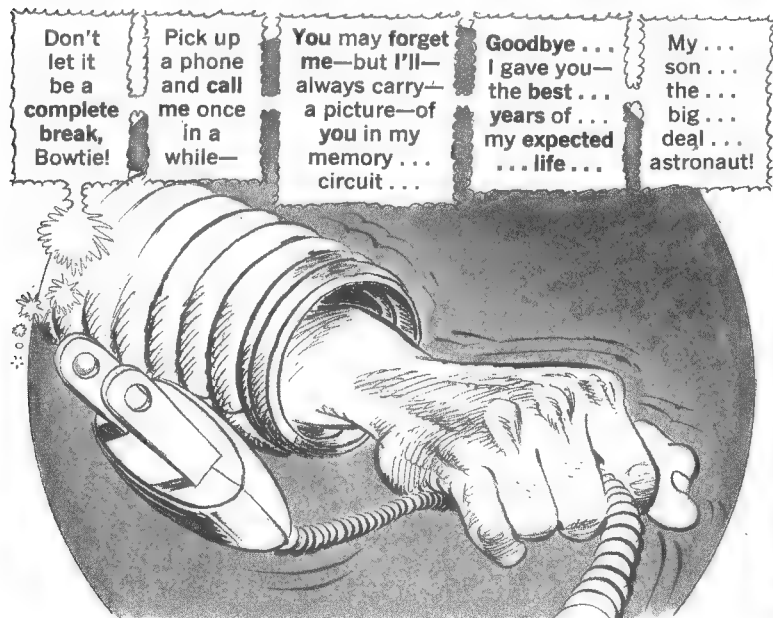


Hey, Bowtie—I'm sorry about the way I've been acting! I know I've been a very naughty machine—



Please don't be angry, Bowtie! Please don't pull my plug! I know I tried to kill you and Poop, and I put us on the wrong course, and I detected equipment failure where none existed, and I have bad breath!

But what about the good things I do—like getting up at dawn and slaving over a hot transistor all day, and cleaning your pods, and hanging up your space suits when you leave them laying around?



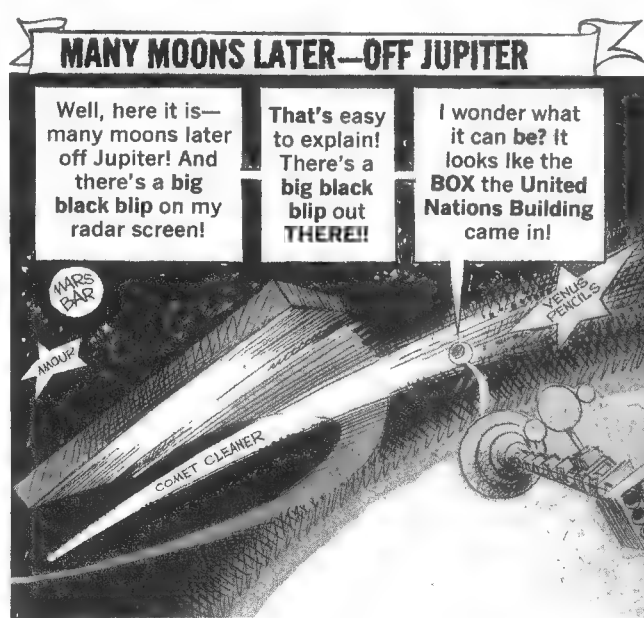
Don't let it be a complete break, Bowtie!

Pick up a phone and call me once in a while—

You may forget me—but I'll—always carry—a picture—of you in my memory... circuit...

Goodbye... I gave you—the best... years of... my expected... life...

My... son... the... big... deal... astronaut!

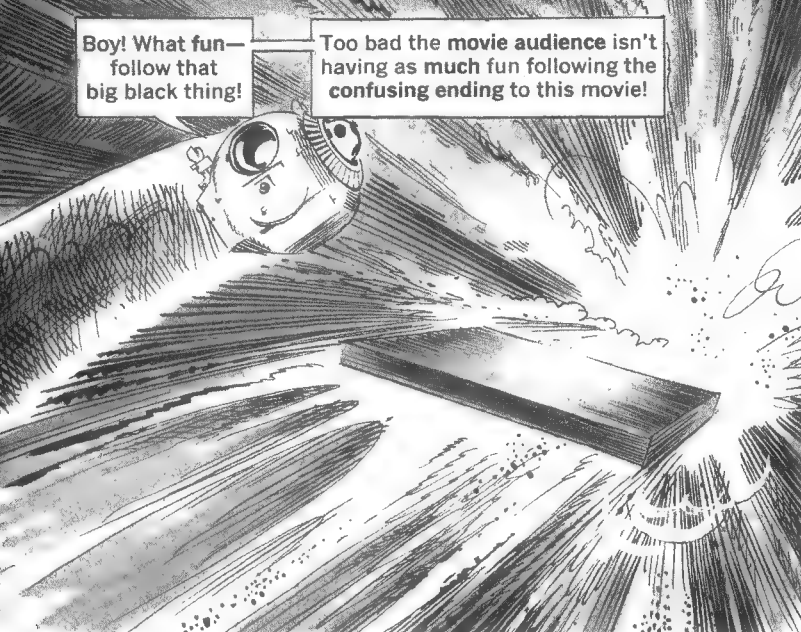


## MANY MOONS LATER—OFF JUPITER

Well, here it is—many moons later off Jupiter! And there's a big black blip on my radar screen!

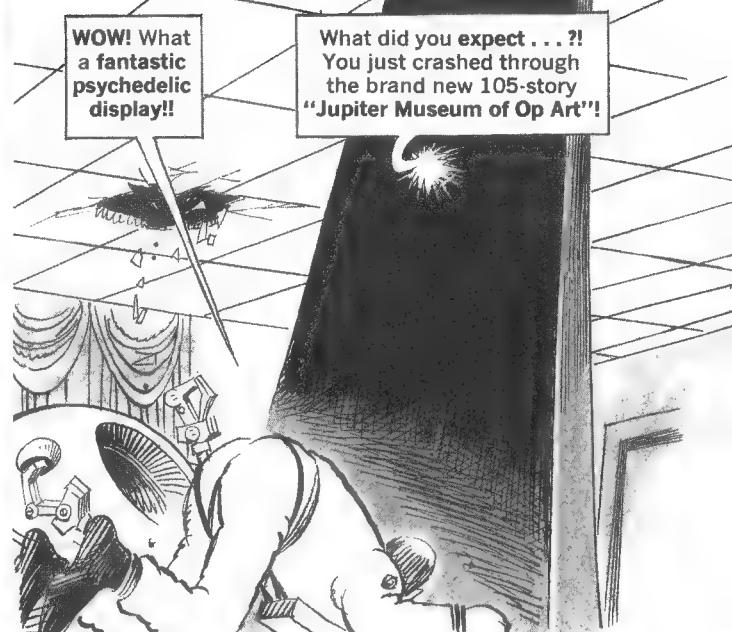
That's easy to explain! There's a big black blip out **THERE!!**

I wonder what it can be? It looks like the **BOX** the United Nations Building came in!



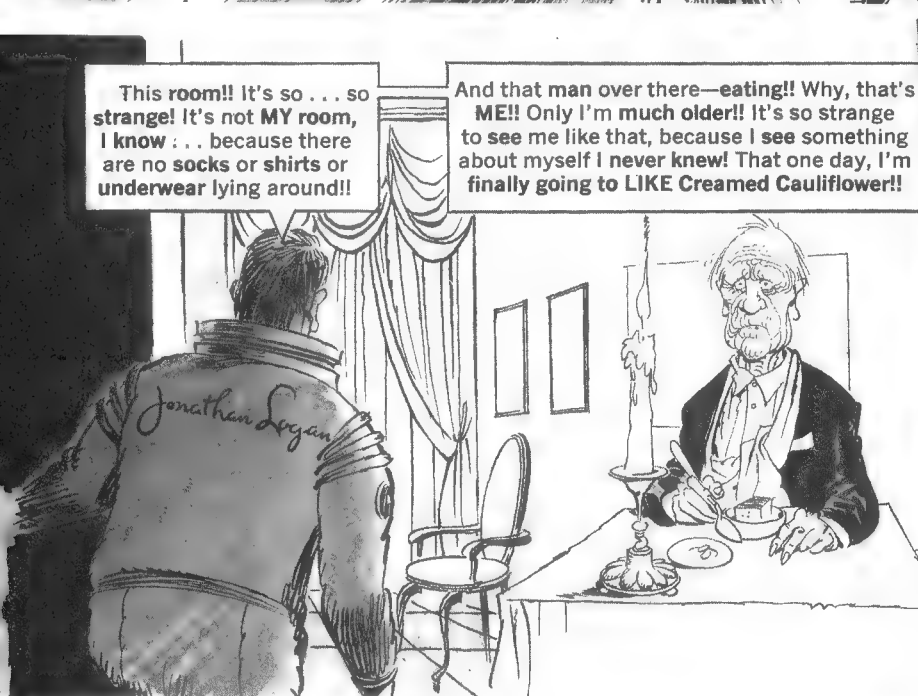
Boy! What fun—  
follow that  
big black thing!

Too bad the movie audience isn't  
having as much fun following the  
confusing ending to this movie!



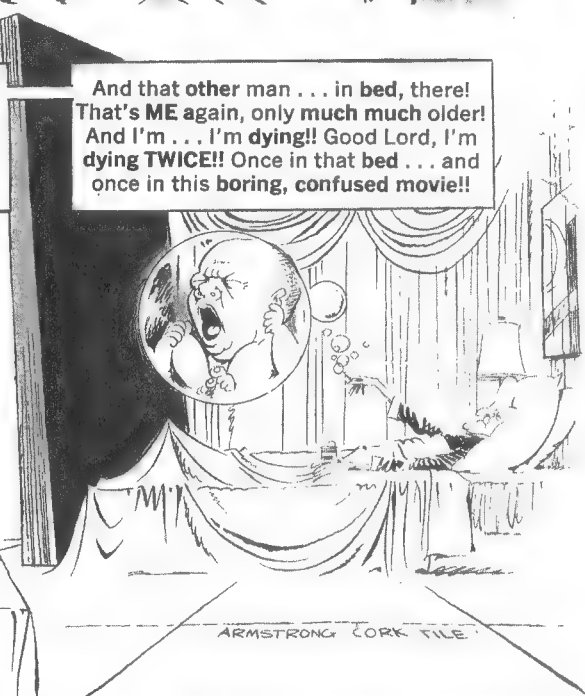
WOW! What  
a fantastic  
psychedelic  
display!!

What did you expect . . . ?!  
You just crashed through  
the brand new 105-story  
"Jupiter Museum of Op Art"!



This room!! It's so . . . so  
strange! It's not MY room,  
I know . . . because there  
are no socks or shirts or  
underwear lying around!!

And that man over there—eating!! Why, that's  
ME!! Only I'm much older!! It's so strange  
to see me like that, because I see something  
about myself I never knew! That one day, I'm  
finally going to LIKE Creamed Cauliflower!!



And that other man . . . in bed, there!  
That's ME again, only much much older!  
And I'm . . . I'm dying!! Good Lord, I'm  
dying TWICE!! Once in that bed . . . and  
once in this boring, confused movie!!

ARMSTRONG CORK FILE



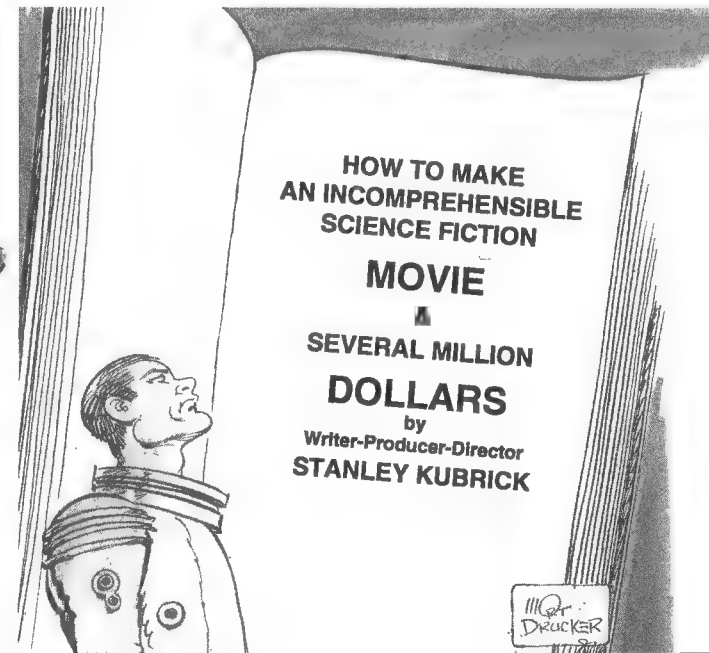
And YOU, you big  
black Monolith,  
you! Before I die  
altogether, please  
tell me . . . exactly  
what ARE you, anyway!

Gee, I  
thought  
you'd  
never  
ask . . .

People touch me, and  
dance around me, and  
wonder about me, and  
take movies of me . . .  
but no one ever asks!!

Are you  
ready—?

I'M A  
BOOK!!



HOW TO MAKE  
AN INCOMPREHENSIBLE  
SCIENCE FICTION

MOVIE

SEVERAL MILLION

DOLLARS

by  
Writer-Producer-Director  
STANLEY KUBRICK



"If you can't say anything good, don't say anything at all." That's a fine idea, but it doesn't work in Hollywood! The pitiful truth is, the lousier the film, the more vigorously its studio promotes it with windbag press releases and misleading ads. In fact, this promo copy is often more creative than the film it plugs! That's why we say Hollywood's most imaginative writing isn't on the screen, it's in the

# **EXCITING!!!**

*But*  
**MEANINGLESS MOVIE  
STUDIO BLURBS**

**"Filmed Completely in Its Entirety!"**

**"YOU'LL LAUGH UNTIL YOU STOP!"**

**"The Film That Took a Camera Crew  
14 Months to Make  
Now Takes TWO HOURS TO SHOW!"**

**"From the Makers of a Previous Film,  
Comes ANOTHER ONE!"**

**"2 Hours of SHEER PROJECTION!"**

**"Every Once in a While a Film Comes Along.  
This is Such a Film."**

**"One of the Year's Most Recent Films!"**

**"If You Don't See This Film,  
YOU WON'T KNOW WHAT YOU'RE MISSING!"**

**"The Film That Received Many Reviews  
FROM TODAY'S TOP CRITICS!"**

**"You Won't Believe a Film Like This Is Possible!"**

**"It Will Have You in the Middle of Your Seat,  
With Your Back Against the Chair,  
And Your Elbows on the Armrests!!!"**

**"If This Is the Kind of Film You Like,  
THEN THIS IS THE FILM FOR YOU!"**

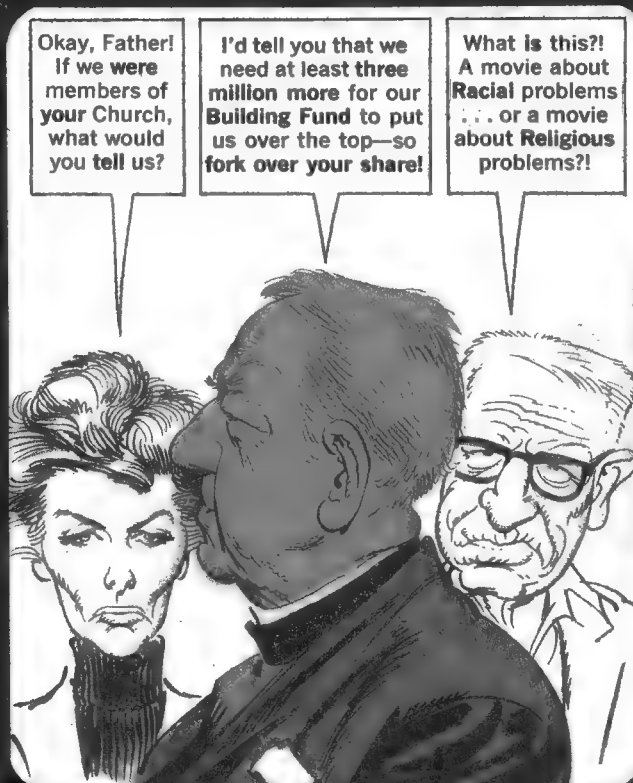
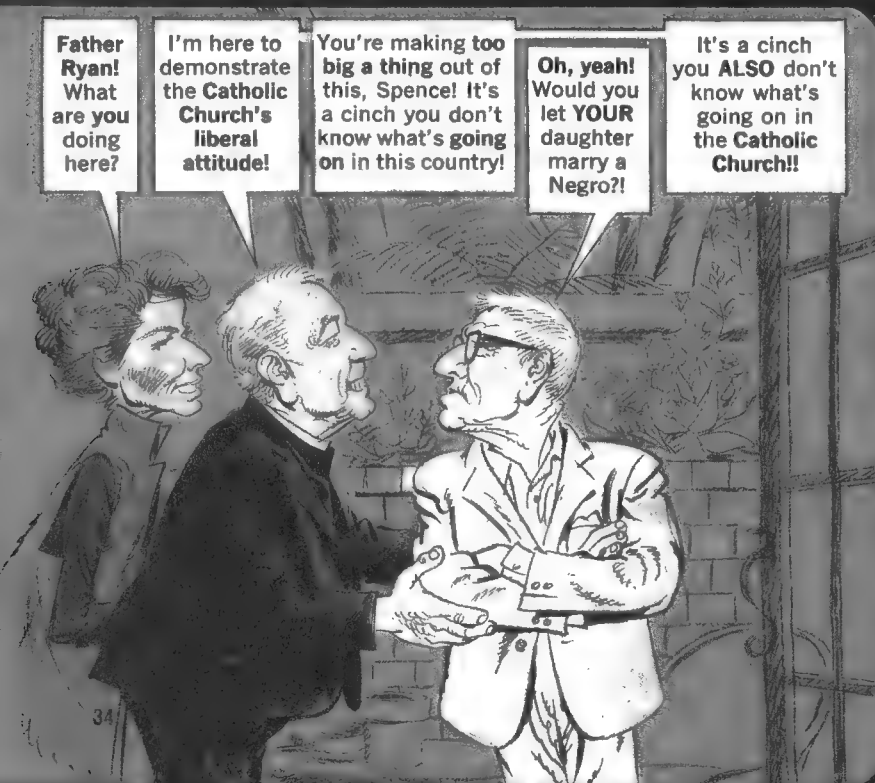
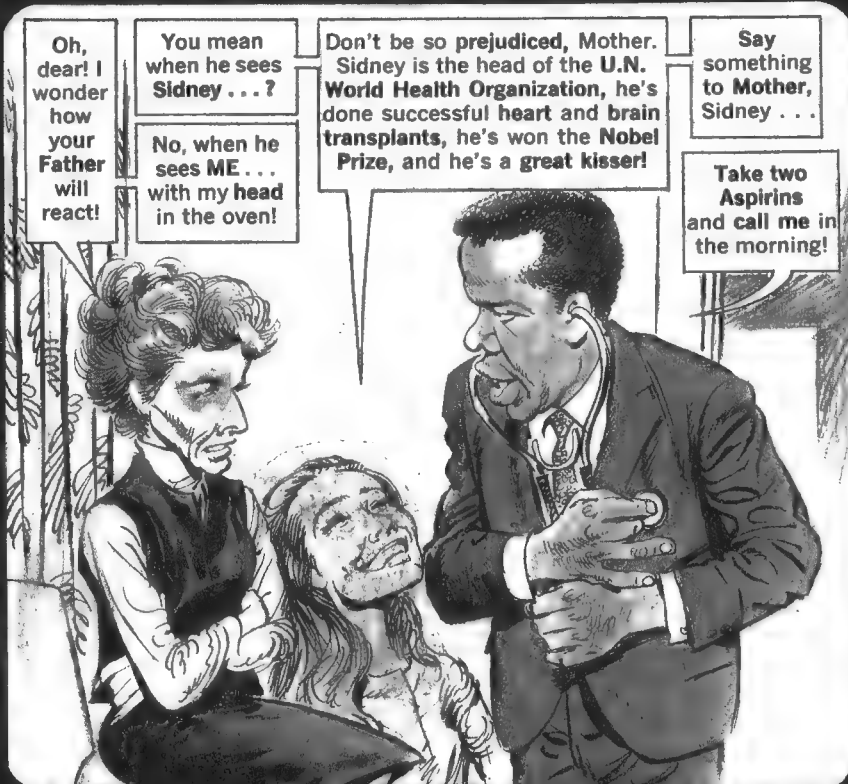


# TAKE THREE! DEPT.

Once again, we proudly present our "Annual Summer Cinematic Satire Special" which saves you the trouble and expense of seeing several movies at one time. (too bad if you already saw them!) Mainly, here we go with three idiotic...

# MAD

## GUESS WHO'S THROWING



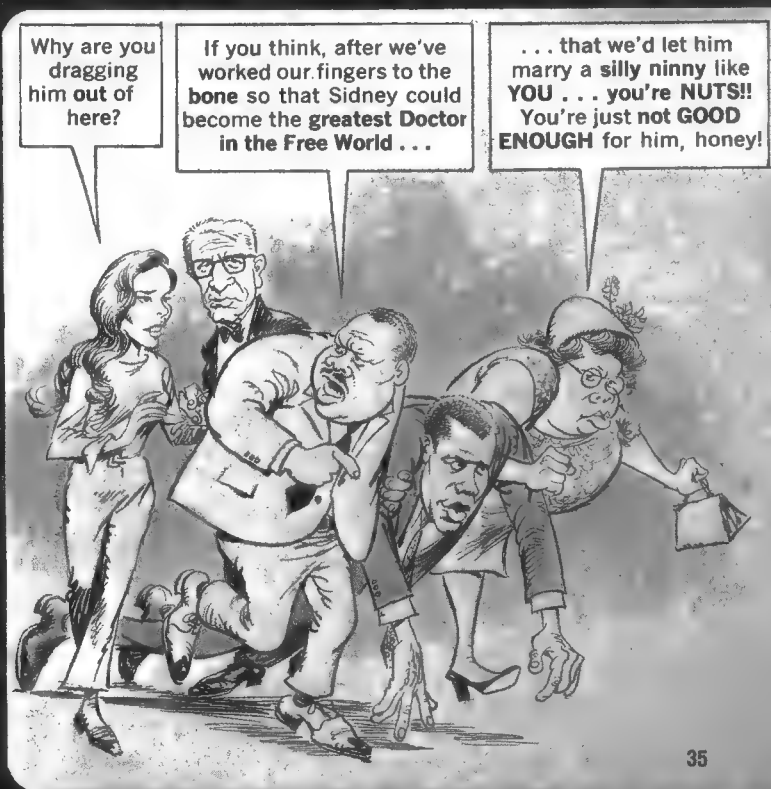
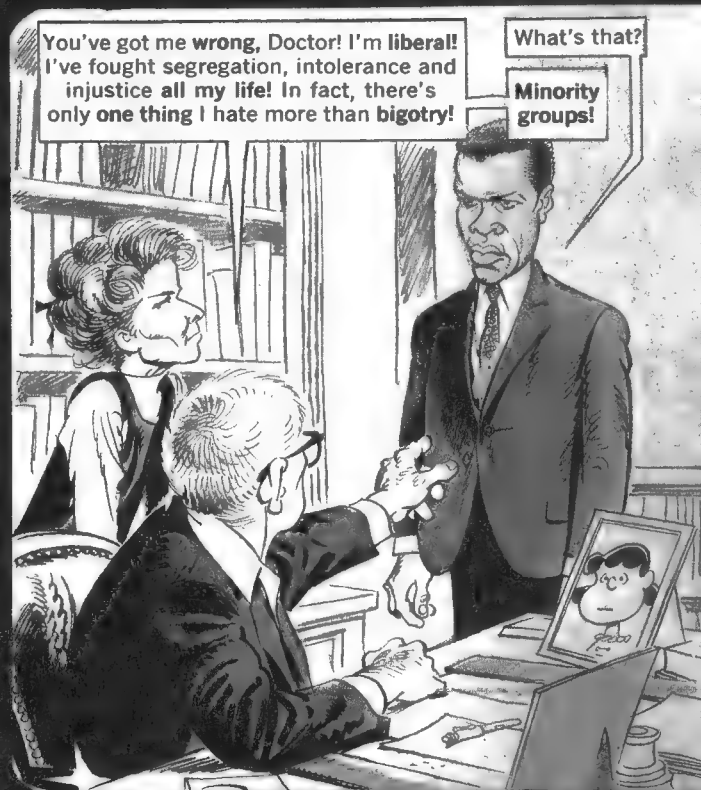


# MINI-MOVIES

ARTIST: MORT DRUCKER

WRITER: STAN HART

## UP DINNER?



# IN COLD BLECCH!

Can you imagine?!  
Four people in a  
house . . . with **TEN**  
**GRAND** in the safe!

Are you sure of  
your figures?

I'm sure! Why?

I'd hate to drive  
over four hundred  
miles to kill only  
**TWO** people!!

You're fantastic, Percy! You  
can kill without any regard  
for human life and without  
any moral compunction!

Yeah! I was  
always that  
way . . . even  
as a kid!

What did  
you want to  
be when you  
grew up?

One of the  
Joint  
Chiefs  
of Staff!

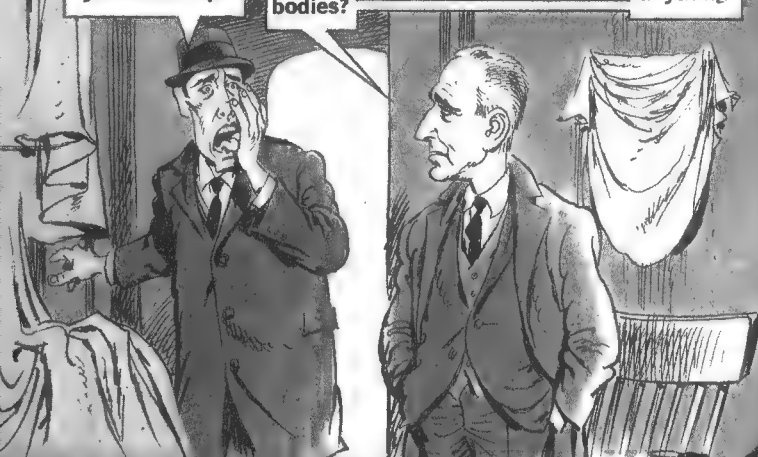


Did you look in  
kitchen? It's  
horrible! It's  
enough to make  
you throw up!

You  
mean  
the  
bodies?

No, the smell!  
The garbage hasn't  
been taken out  
in six days!

Well, you  
told the  
men not  
to **MOVE**  
anything



We  
know  
who  
did  
it!

By clever deduction?  
By brilliant police  
work? By painstaking  
examination of clues?

No . . . a  
friend  
of theirs  
squealed!

You're not a very  
good detective!

And you're not  
a very good  
Truman Capote!



Hey, let's  
make a deal!

Okay . . .

I'll stop calling  
you "Clyde" if  
you stop calling  
me "Bonnie" . . .

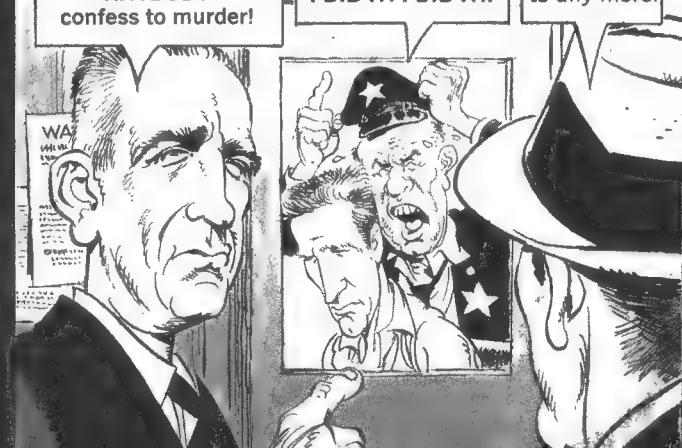
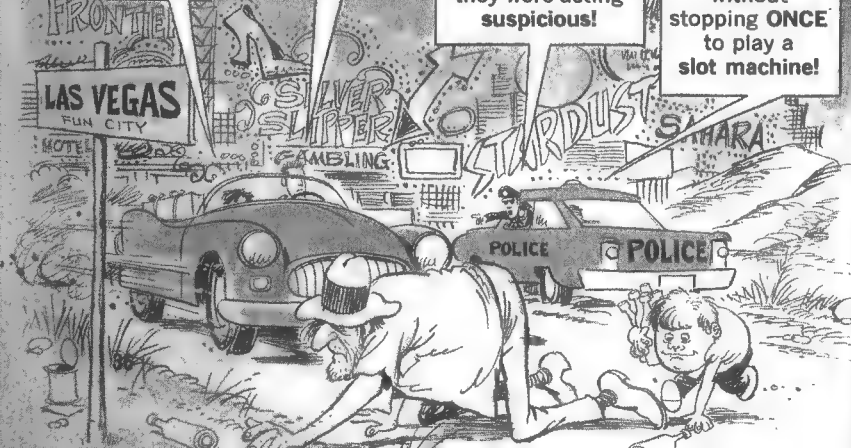
It's those two guys  
wanted for killing  
four people in  
Kansas! I **KNEW**  
they were acting  
suspicious!

Yeah, **Nobody**  
drives around  
Las Vegas for  
seven hours  
without  
stopping **ONCE**  
to play a  
slot machine!

They've been grilling  
Hiccup for six straight  
hours in there!  
That's enough to make  
**ANYBODY**  
confess to murder!

Stop it! Stop all  
these questions! I  
can't stand it any  
longer! I'll confess!  
**I DID IT! I DID IT!!**

They just  
don't make  
cops like  
they used  
to any more!





I'm going into town tomorrow and march in the Elks Club Parade!

I'm staying home and practice my Baton-Twirling for the Statewide Championships!

I'll be reciting the Pledge of Allegiance at my Boy Scout meeting all day tomorrow!

I'm just going to lie here and think about how wonderful it is to be sick in this great country of ours!

This ain't gonna be murder! This is gonna be self-defense! It's either them or us!

What makes you say that?

If we don't kill them, they're liable to BORE us to death!

My boy is a good boy! A little wild, maybe, but basically he's a good boy!

He killed four people!

Yeah? How many times has he done THAT?

Once!

See! A kid does something wrong just once and you guys never let him forget it!

What made you turn to a life of crime and murder?

When I was a kid, I saw my mother hugging and kissing a dirty, disgusting old man!

Did you tell your father?

It was my father!

Okay, Copper! Call in a Stenographer! I'm ready to make a statement ...

A confession? ... About the murders ... ?

No, a complaint! ... About Police Brutality! You crushed my lapel!

It can't be! My father—is the Hangman!

Silly goose! I'm just a symbol of authority LIKE your father! You hated your parents, so you tried to destroy everything that reminded you of your family! You killed those people because of your love-hate relationship with your family! If you weren't so confused and insecure, you might never have committed such a terribly hostile act!

NOW he tells me ...  
**GAACCKKI**

# THE POST - GRADUATE

Now that you've graduated, we have it all planned! First, you get a good job! Then you work your way to the top! Then, you marry some nice girl and have kids and a home and a mortgage!

And tomorrow, we have an even MORE exciting day planned!



Gee, Mrs. Robinhood, I drove you home from the party, but I never expected THIS!

Are you afraid of me?

W-why should I be? I can see you're not carrying any concealed weapons!



Let's not do anything we'll be sorry for later on! Couldn't we just sit here and talk!

No! I'm not that kind of girl!



It wasn't MY idea to take out your daughter! My Old Man insisted!

I warn you! Don't try anything sexy or dirty with her!

You're very protective!

Jerk! I want you to save those things for me!!



Benny, how could you DO such a thing with my wife! I'm very disappointed in you!

I'm really sorry!

You SHOULD BE! I was sure you had much better taste in women!!



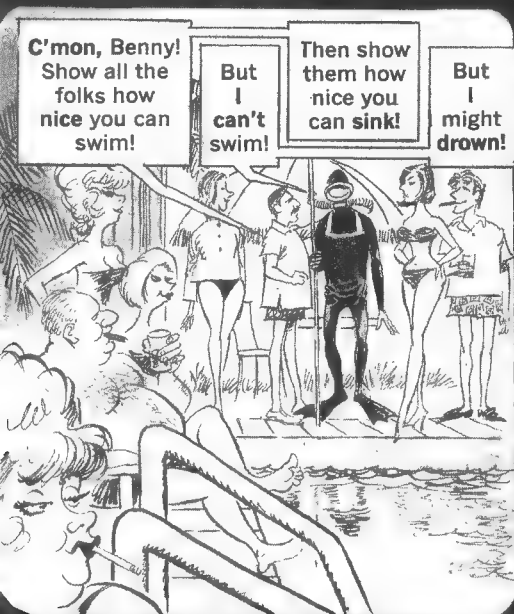
I've got to stop Elate from getting married!

Come to think of it—maybe I SHOULD'N'T stop Elate from getting married!

After all, I've been making out pretty good with married women, lately!







C'mon, Benny!  
Show all the  
folks how  
nice you can  
swim!

But  
I  
can't  
swim!

Then show  
them how  
nice you  
can sink!

But  
I  
might  
drown!



Goody! Then I can  
give you mouth-to-  
mouth resuscitation!  
*Hubba-hubba-hubba!*

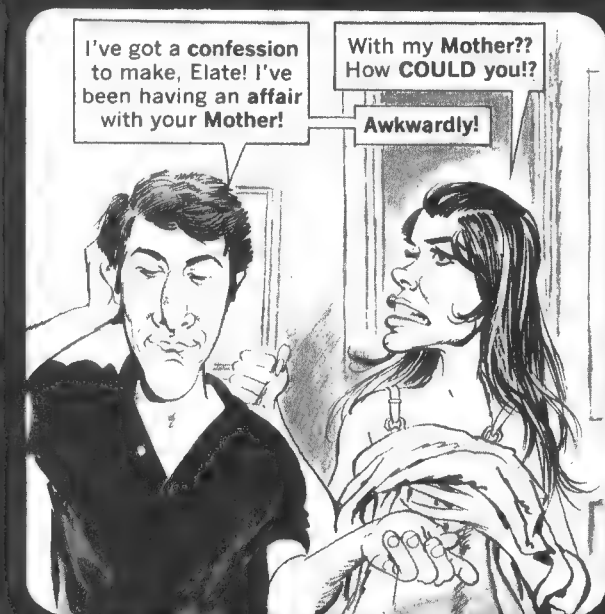


But you're  
the wife of  
my father's  
best friend!

So?! I should  
do this with  
strangers??

I-I mean  
... don't  
you think  
I'm doing  
something  
wrong?

Not wrong!  
Just awkward!  
You've caught  
me in the  
zipper!



I've got a confession  
to make, Elate! I've  
been having an affair  
with your Mother!

With my Mother??  
How COULD you?!

Awkwardly!



I think it would  
be best if I went  
away to college,  
Mother! Will I  
see you soon?

Of course, dear! I'll  
visit you for a weekend!  
You can get me a room  
at the Y.M.C.A.!

You  
mean  
the  
Y.W.C.A.!

Don't  
correct  
your  
Mother,  
dear!



Oh, Benny!  
How heroic!  
You've come  
in the nick  
of time to  
rescue me!

That's right,  
Elate! I've  
finally found  
something I  
really love!

Me?

No—hitting  
people with  
religious  
symbols!

How can you DO such an  
objectionable thing?!

You're lucky it's  
not a Star of David!  
That has SIX points!



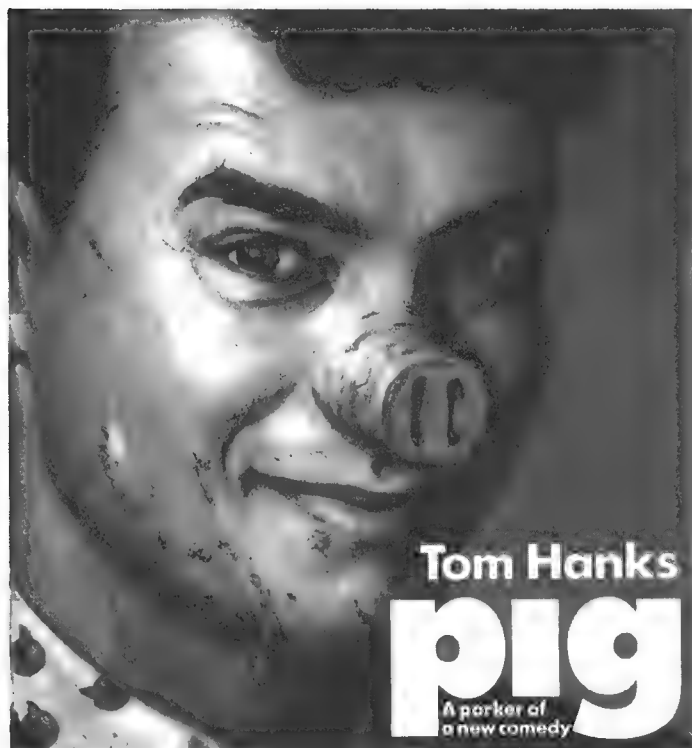
... and then you'll get a  
job, and I'll have a house in  
the suburbs with a full-time  
maid, and I'll have kids,  
and I'll join the P.T.A. ...

Oh, Mother ...

We're not together  
five minutes and  
already you miss  
your Mother?!

No,  
I  
miss  
YOUR  
Mother!

# NOT PLAYING



## NOT PLAYING

### FUNKYTOWN

LEOW'S SIXPACK  
KK5-5375  
MINNESOTA TWIN  
JL5-0388

### BLOOM COUNTY

HANK'S INDOOR  
DRIVE-IN  
LJ5-1511  
HOITY-TOITY CINEMA  
LK5-1000

### FAT CITY

PIGFIELD  
JK5-0983  
PORK LANE  
LL5-2000  
BACON QUAD  
KL5-5658  
LARD MALL  
KJ5-1988  
GREASEPLEX  
JJ5-2384

© **Columbian Pictures**



### TOWNVILLE

SIMPLEX  
LL5-0001  
SIAMESE TWIN  
KL5-5555  
MINISCULE CINEMA  
LJ5-8285  
STAINED CARPET  
THEATRE  
KK5-1111

### VILLE CITY

BLEAKMAN  
JL5-7582  
CINEMA CACAO  
JL5-9050  
FLEA MARKET  
DRIVE-IN  
LL5-1000

### CITYTOWN

McMOVIES  
LK5-3000  
VALIUM THEATRE  
KJ5-6850  
CINE BEDLAM  
KK5-1050  
SUPER-8 MOVIES  
AND SHOE REPAIR  
JL5-1000

ARTIST: GREG THEAKSTON

WRITER: CHARLIE KADAU

WHEN HE GETS IN A JAM,  
HE DOESN'T TURN TO JELLY.



J E F F B R I D G E S

## SMUCKER

THE MAN AND HIS PRESERVES

## NOT PLAYING

### MAYBERRY

GOBS O' MOVIES  
LK5-1777  
7-SEAT CINEMA  
JL5-8509  
LOWEST ASTOR  
PLAZA  
KK5-1111

### HOOTERVILLE

REDNECK DRIVE-IN  
KJ5-2844  
POSTAGE STAMP  
SCREENTOWN  
LL5-4334  
MORRISTOWN  
PATERNAL TWIN  
JK5-1500

### PETTICOAT JUNCTION

ONEPLEX  
JJ5-9000  
HOT UNCOMFORTABLE  
THEATRE  
KL5-5220  
MALVERNE MOVIES  
AND SPEED LUBE  
LJ5-1690

©TRI-SCAR



Hi, War Movie fans! I'm John Wayne! I just want to say, after making such distinguished War Pictures as "Sands Of Iwo Jima," "Flying Leathernecks," "Back To Bataan" and "The Fighting Seabees," that I found this recent War Movie an affront to good taste!



Hi! I'm Dana Andrews! I just want to say, after making such distinguished War Pictures as "Purple Heart," "The Best Years of Our Lives" and "A Walk In The Sun," that I found this recent War Movie an affront to good taste!



Hi! I'm Adolph Hitler! I just want to say, after making such distinguished Wars as "The Rape of Poland," "The Fall of France," "The Siege of Britain," "The Invasion of Russia" and "The Genocide of Millions," that even I found this recent War Movie an affront to good taste! So it MUST be ecchy!!



With these comments in mind, MAD Magazine now brings you an even worse affront to good taste! Mainly, our version of ...

# M\*I\*S\*H M\*O\*S\*H

ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

Hi, buddy! My name is Squawkeye! I'm a new replacement Surgeon!

Hi! My name is Kook! I'm a new replacement Surgeon, too!

Great! Hop in! We'll start off the picture by stealing a Jeep, thereby showing complete irreverence for authority ... and also pulling the first of many outrageous pranks!

What's so outrageous about stealing a Jeep?

This one belongs to President Truman!

There they go ... trying to cash in on the "Youth Market" with another anti-Establishment, low-budget picture!

What's so low budget about the Korean War?

Well, when you compare it to the War in Vietnam ...

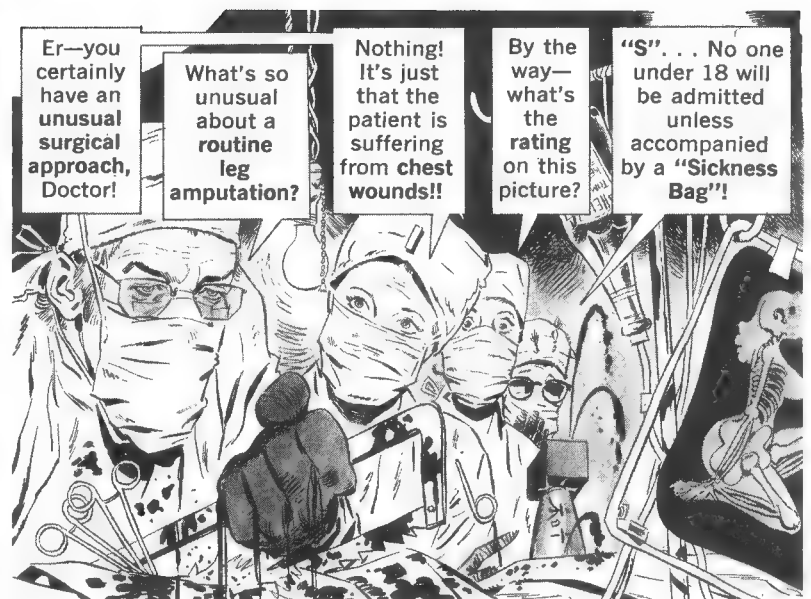




You must be the new Surgeons! I'm Colonel Henry Bloke, the Commander of this MISH-MOSH! I demand three things from my officers: One—Respect, Two—Courtesy, and Three—Honesty!

Don't bother us now, Hank! Get lost! We wanna make out with these broads!

Well, ONE out of three ain't bad!



Er—you certainly have an unusual surgical approach, Doctor!

What's so unusual about a routine leg amputation?

Nothing! It's just that the patient is suffering from chest wounds!!

By the way—what's the rating on this picture?

"S". . . No one under 18 will be admitted unless accompanied by a "Sickness Bag"!



So you're the famous chest surgeon, "Shlepper John"?!

That's me! Tell me, do you always look this disgusting?

Not always! Most of the time I look a lot worse! I just freshened up!



"Cruising Down The Liver . . . On A Sunday Afternoon"!

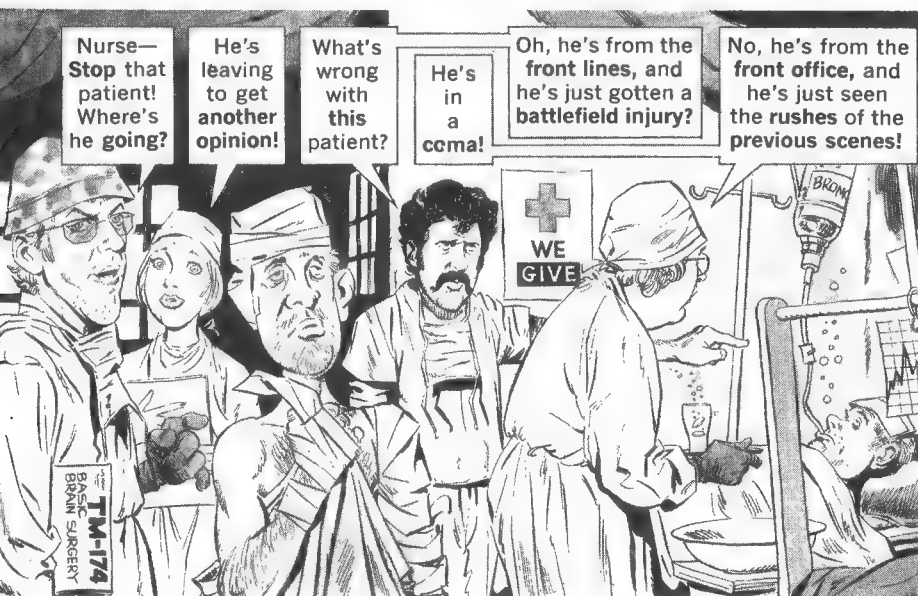
"Oh—Every Little Breeze Seems To Whisper Disease"!

Don't you think that Shlepper is being a bit too flippant about these operations?

He's just doing it to relieve the tension! He happens to be a brilliant surgeon! I notice that he does everything by the book!

"The Medical Journal"?

No—"The Marquis De Sade"!



Nurse—Stop that patient! Where's he going?

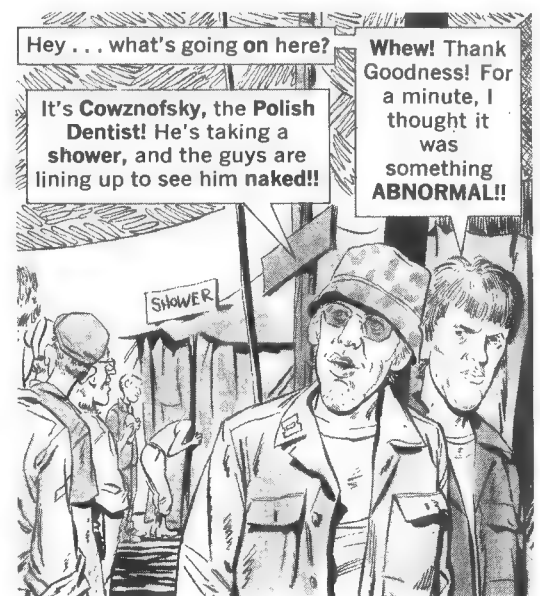
He's leaving to get another opinion!

What's wrong with this patient?

He's in a coma!

Oh, he's from the front lines, and he's just gotten a battlefield injury?

No, he's from the front office, and he's just seen the rushes of the previous scenes!



Hey . . . what's going on here?

It's Cowznofsky, the Polish Dentist! He's taking a shower, and the guys are lining up to see him naked!!

Whew! Thank Goodness! For a minute, I thought it was something ABNORMAL!!



# SOCK



Shlepper, you zany! What did you punch Major Burned for?

We had an empty bed in Ward B, and I wanted to FILL it.

... with HIM!!  
For an Officer, such behavior is absolutely DISGRACEFUL!

Oh—pardon me! This is our new Head Nurse, Major “Hot Lobes” Holdahand!

I am for strict adherence to the Military Code! My philosophy is: “An Army is Efficient!”, “An Army is Disciplined!”, and “An Army travels on my Stomach!”

Don't you mean “An Army Travels On ITS Stomach”?

Listen, it's MY philosophy—so don't butt in!!



Here we go again with another one of our unbelievable pranks!

Radio Unruly has planted a mike in Hot Lobes' tent and we can hear her and Major Burned making love!

Ooooooh! Ahhhhhh! Ooh! Ah! Oooooaah! Hoo! Hah!

I'll level with you ... it sure beats listening to Conelrad!

The record sounds great! I can't wait to see the album cover!

Listen to those moans and cries! That's some passion!

Ahh, that's not passion! That's pain! If I know those two, they're making love with their medals on!

It never ceases to amaze me!

The gags we pull?

No—the stuff that's allowed in movies these days!



What a stroke of genius ... using Leonardo Da Vinci's “The Last Supper” as a symbol!!

As a symbol of WHAT?

What ELSE? A Polish Army Dentist's loss of virility and his attempted suicide!

That's taking quite a poke at Religion! Are you sure the “man upstairs” will approve?

Are you kidding?! Danny Thomas saw the rushes and he LOVED it!

This is Chipped Beef on Toast we're eating! No wonder they keep calling this “The Last Supper” scene!

Remember! There are no atheists in fox-holes!!

Now, what in heck does that have to do with this scene?

Nothing! I just threw it in for nostalgic fans of the OLD war movies!

CHE INFAME!





I gave him the "Black Capsule"! It puts you to sleep immediately!

Puts you to sleep? What's in it?

The condensed humor of the Reader's Digest!!



You gotta do me a big favor, baby!

Make love to a "dead" Polish Dentist!

Please, not tonight! I've got a headache! Besides, making love to a dead man is SICK!

It's the sickest, most repulsive thing in this sick film, which is just chock-full of sick, repulsive things!

Wrong! It's the SECOND sickest, most repulsive thing! For the FIRST—take a look at the next panel . . .



Hmm! Another one of your unorthodox surgical procedures, Doctor?

Don't be silly! It's nothing but a routine amputation!

What's so routine about amputating a head?

We need plasma—in a hurry!

Sorry! We're all out of plasma!

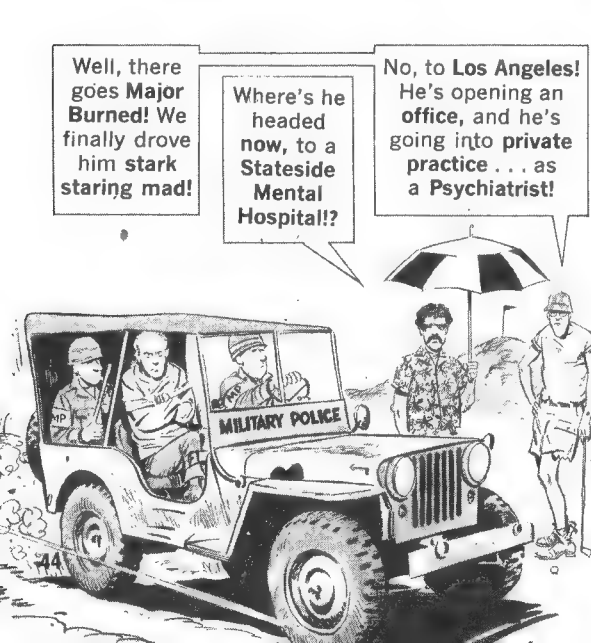
Well, then, there's only one thing to do! Let's pull another one of our hilarious practical jokes and siphon some blood from an unsuspecting victim!



Good work, Radio! Who'd you swipe it from?

Some guy who said he was only passing by, looking for his Jeep!

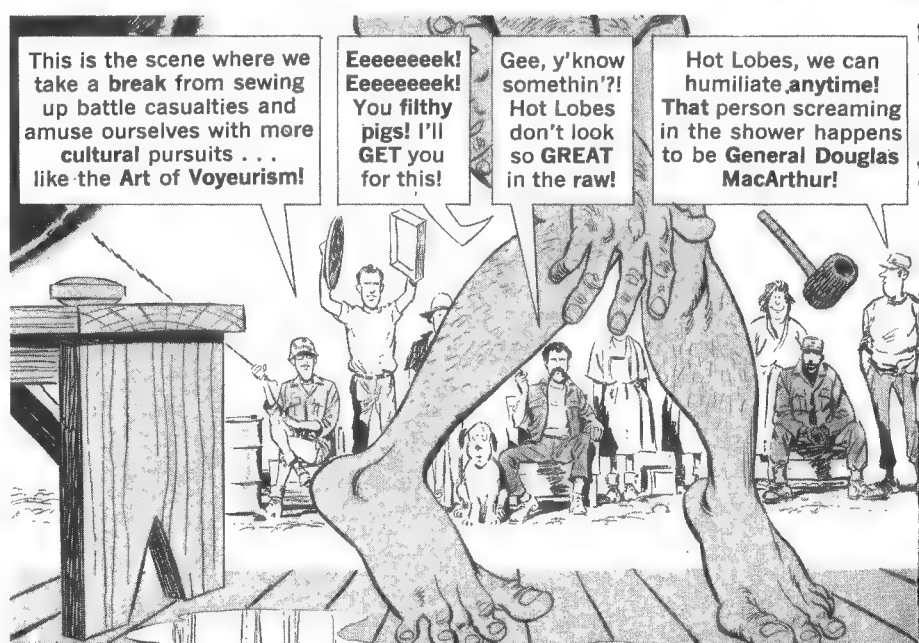
What was his name? Harry—something!



Well, there goes Major Burned! We finally drove him stark staring mad!

Where's he headed now, to a Stateside Mental Hospital!?

No, to Los Angeles! He's opening an office, and he's going into private practice . . . as a Psychiatrist!



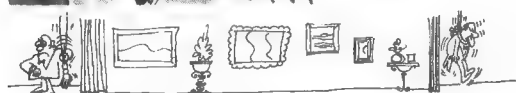
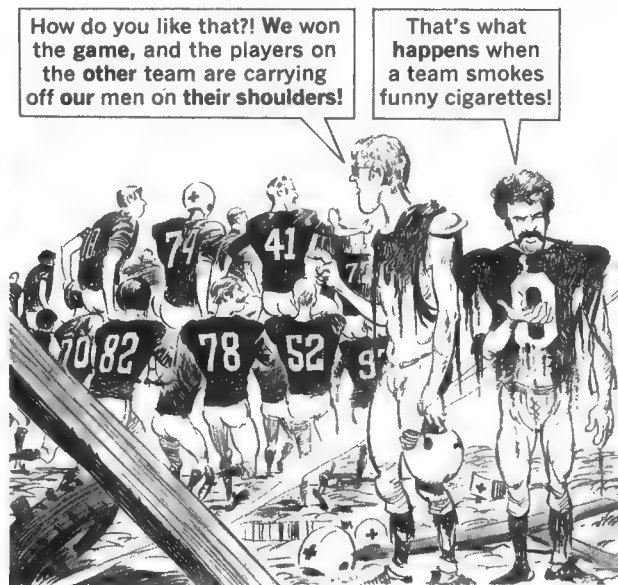
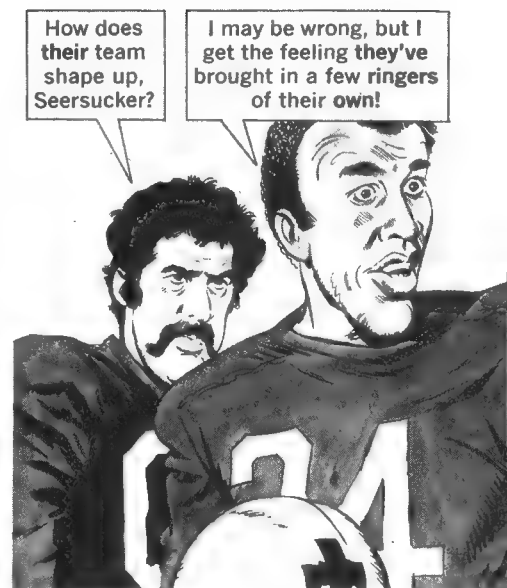
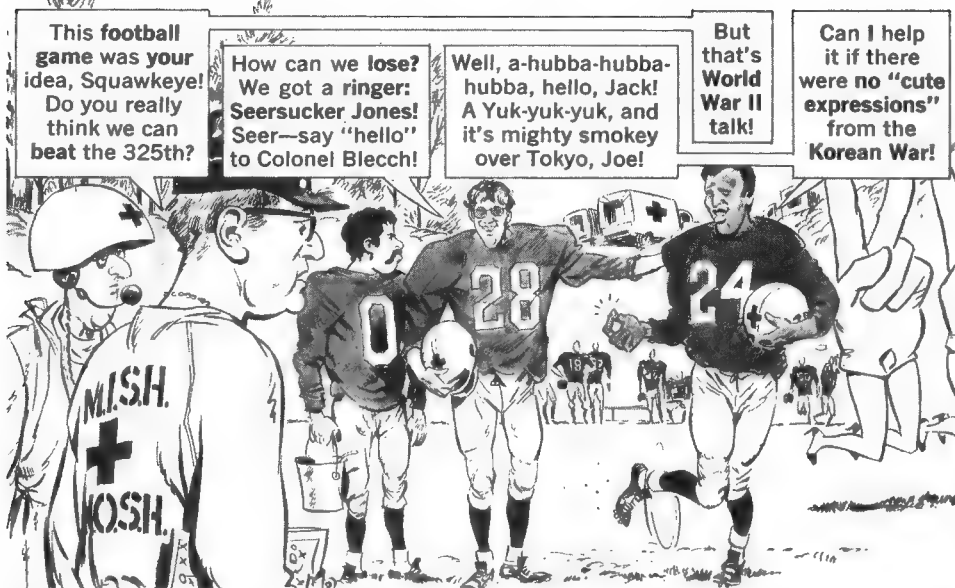
This is the scene where we take a break from sewing up battle casualties and amuse ourselves with more cultural pursuits . . . like the Art of Voyeurism!

Eeeeeeeek! Eeeeeeeek! You filthy pigs! I'll GET you for this!

Gee, y'know somethin'?! Hot Lobes don't look so GREAT in the raw!

Hot Lobes, we can humiliate anytime! That person screaming in the shower happens to be General Douglas MacArthur!





Don't you get the uncomfortable feeling that the brainstormers in Hollywood are busy thinking up ways to cash in on the great success of "Who Framed Roger Rabbit"? How will they do this? They will make lots and lots of sequels to films, mixing Toons along with the original live actors! Daffy and Dustin? Streep and Sylvester? Yup, we can envision the fast-approaching day

ARTIST: BOB CLARKE

WRITER: STAN HART



# When Technology Takes Over All Of Hollywood's Films

## ROXANNE TWO—NOSEY PEOPLE

*In this sequel to "Roxanne," Martin's nose isn't even in the running as he goes face to face with the all-time schnoz champ, Pinocchio. Once again, Daryl Hannah opts for size—leaving Martin in the cold. Steve's only recourse is to ask Pinocchio's father to burn the boy as kindling. In a truly touching finale, the father refuses. Karl Malden should win a "Best Supporting Nose" Oscar for his role as Pinocchio's father.*





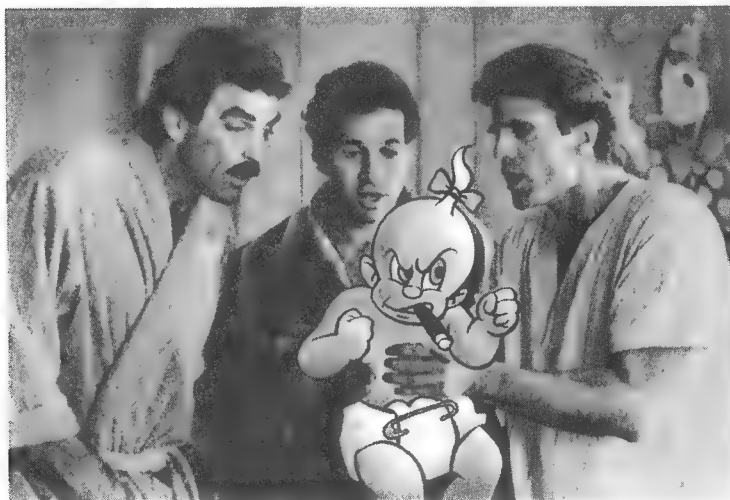


## PRINCE IS PETER PAN

In a daring reversal of the trend of putting animated characters into live films, Prince has inserted himself into an animated film as Peter Pan. Prince engages the evil Captain Hook in an action-packed duel: it's Hook's razor-sharp sword against Prince's purse! But the agile Prince prevails and frees the Lost Boys, who he turns into a group of interior decorators and beauticians. During the course of the film, Prince also teaches Tinker Bell how to pout and mince, as well as what it means to be a woman.

## BULL DURHAM AND THE SEVEN DWARFS

Minor League catcher Kevin Costner and Pitcher Tim Robbins sense that the Durham Bulls' chances for a championship are slim after they meet their new team mates: Sneezy on first, Dopey on second, Grumpy at short, Doc on third, and Sleepy, Happy, and Bashful in the outfield. Susan Sarandon continues her custom of having an affair with a new player each year. This year, she chooses Sneezy in a mind and nose-blowing finale!



## THREE MEN AND A BABY HERMAN

The swinging bachelors who proved to be such schmucks when dealing with an infant girl really have their hands full with Baby Herman. At first the little tyke amuses the three oafs when he uses their after shave lotion and smokes big cigars. He soon becomes a lot less adorable when he jimmys the lock on their liquor cabinet, makes obscene phone calls and gets Steve Guttenberg's girlfriend "in trouble." But the three goofballs get their revenge when they change Baby Herman's diaper! Instead of using baby talcum powder, they substitute itching powder!

## ROCKY AND BULLWINKLE AND ROCKY VI

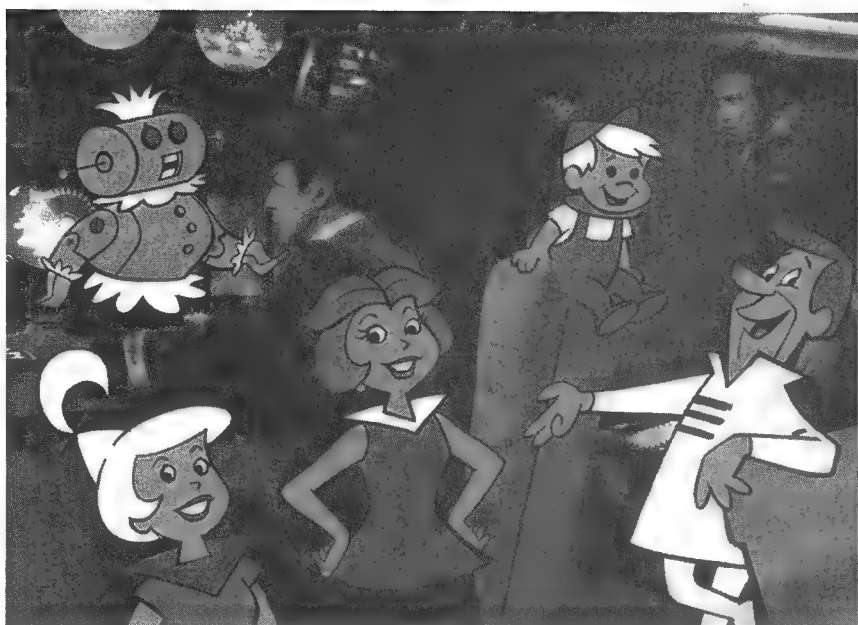
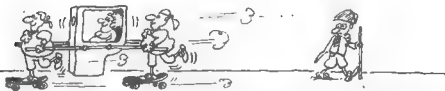
The Italian Stallion hires Bullwinkle T. Moose as his new sparring partner and Rocky J. Squirrel as his new trainer. Everything goes along just fine until the night Balboa's wife, Adrian, gets drunk and goes to bed with the wrong Rocky. It isn't Adrian's infidelity that upsets Balboa; he's infuriated because she couldn't tell the difference! In a dream sequence, the late, great Appollo Creed advises Balboa to fill the spit bucket with the dreaded Toon-destroying "Dip" next time he fights Bullwinkle. Balboa does and douses Rocky J. Squirrel in Bullwinkle's corner, thereby TKO-ing his domestic conflict.



## STAR TREK 12—

### THE SEARCH FOR GEORGE AND JUDY

*The Starship Enterprise picks up The Jetsons, who have been wandering through space after losing their home due to the business failure of Spacely Sprockets. While William Shatner tries to help George fight his arch competitor, Cogswell's Cogs, Leonard Nimoy has other problems—the Vulcan has fallen in love. Unfortunately it's with Rosie, the Jetson's robot maid, whose lovemaking is, at best, mechanical.*



### ARTHUR III & DUMBO

*After appearing in such box office disasters as "Miki and Maude" and "Santa Claus, the Movie," Deadly Dudley Moore gets some much needed help from the lovable flying pachyderm in his latest film. Dudley still thinks the serious illness of alcoholism is a gold mine of cheap jokes. As a booze (and cliché) ridden drunk, he is about to lose Liza Minelli (who would be no great loss to anyone sober). Suddenly he sees a pink Dumbo circling over head! Fearing that the Elephant is not house-broken, Moore pledges to stop drinking and swears off any more sequels to the dreary "Arthur".*

### TUCKER—A MAN AND HIS CAB

*Jeff Bridges reprises his role as the hard-luck auto innovator, Preston Tucker. This time, he devises a car that stands on its rear wheels, bends around corners, makes wisecracks, shivers and sweats. But Tucker's ambitious plans to produce such a car are foiled by the Big Three—not Ford, Chrysler, and G.M. —Disney, Warner Bros. and Hanna-Barbera!*

### RETURN OF ALIEN 6

*In this version of "Alien," Sigourney Weaver and the spaceship crew have their hands full as they try to capture a new alien, played by the Road Runner. They can't grab the slippery invader and the spaceship starts to fall out of control because the Road Runner's speed lines are screwing up the ship's computer readout. Sigourney finally corners Road Runner, but her attempt to talk to him is drowned out by his incessant and extremely irritating "Beep Beep!" Then she gets the brilliant idea of bringing in Wile E. Coyote and letting him and Road Runner drive themselves crazy, chasing each other through the spacecraft as it heads for home.*







# DE SADEST STORY EVER TOLD DEPT.

Us moral people all hate violence, right? Let's hear it for "Anti-Violence"! Yayyy! Stanley Kubrick also hates violence, right? Let's hear it for Stanley Kubrick! Yayyy! And let's hear it for his new movie, which shows how horrible violence is! Yay— Uh— Hey, wait a minute! If Mr. Kubrick's new movie is so "Anti-Violence," how come it's jam-packed with the worst, sickening, most disgusting violence imaginable? Let's face it, Stanley, baby! Your movie is really . . .

# ACR

Hello, blokes! My name is Alecch and I ain't no different from other lads my age! You could consider me to be just like the boy next door

. . . that is, if you live next door to San Quentin!

I suppose you're wondering why I dress this way! Well . . . I'll tell you why! My derby shows that I have a relationship with the past, my jump suit shows that I have a relationship with the future, and my crazy false eyelash shows that I have a relationship with the Make-up Man, who's a screaming faggot!

Hey, why'd you say that about the Make-up Man?

'Cause every time a band plays "God Save The Queen," he thinks they're playing HIS song!

Hey, look at that poor old drunk! It's rotten what the stinkin' system's done to him!

Yeah! All alone and exploited in this cruel ol' world with nothing to call his own!

Let's give him something nobody can take away from him!

What?

Multiple fractures!



♪ 'N DOOLINZ FRIZTY,  
WAR GORLZ R S'PRITY...

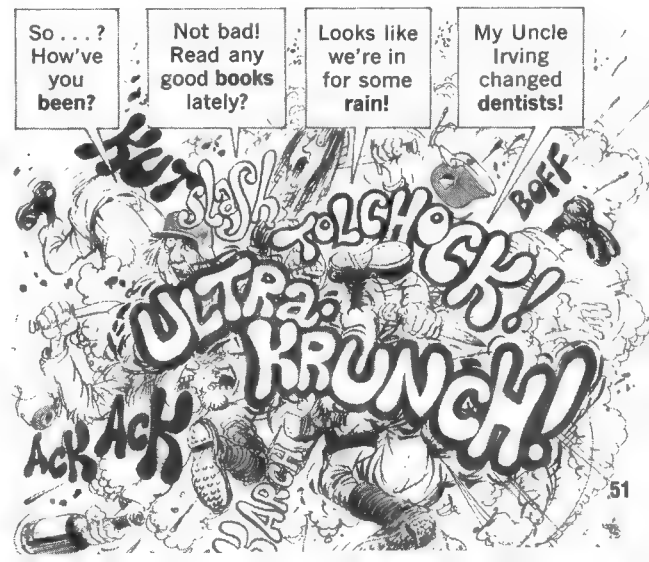
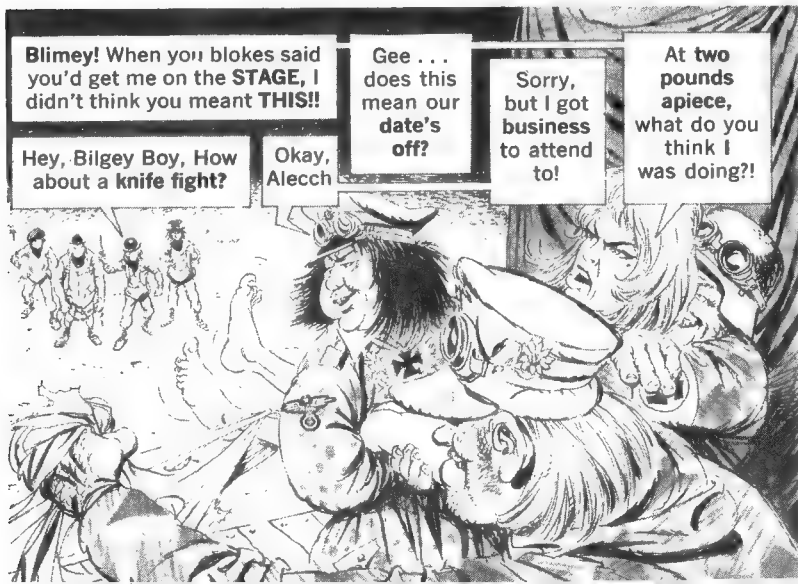


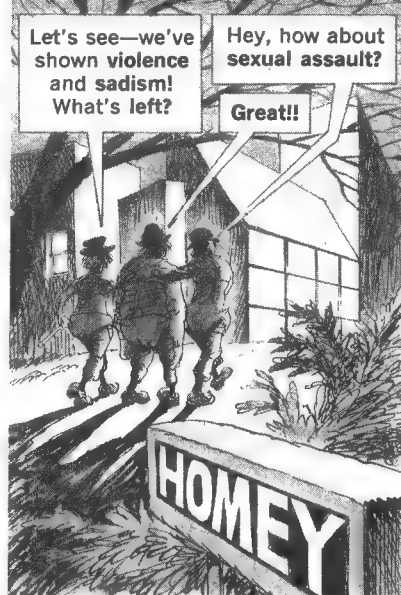


# OCKWORK NEWTON

ARTIST: GEORGE WOODBRIDGE

WRITER: STAN HART







We been thinkin', Alecch! Why should YOU be the Boss? You ain't meaner than us...

... or stronger than us?

Yeah, what do you have that we don't?

Well, for one thing...

YIPE!!!

OWWWW!!

... I've got a lower voice! So I'm still the Boss! When I say, "Beat up people!" we will beat up people! And when I say "Kill!" we will kill! And when I say "Rape!"...

We will say— gasp— "Forget it!"



Can I use your phone? I want to report a violent assault!

On ME... right? I'm too smart for that! I'm wise to your tricks!



First you'll get me to let you in like this—

You think so!

Trust me! I'm very bright!



Then you'll force me to open this wall safe and give you all my money!

Do I look like I'd do a thing like that?

Believe me, I know people!



Then you'll take this statue and hit me over the head with it...

Aw, not me!

Look, kid, I'm never wrong! Why, being right is more important to me than life itself!



In that case...



Happy, now...?

What was that...?

I don't believe you!

Who wouldn't be?! Oh, by the way—I didn't tell you the best part!

I called the Police when I saw you outside! They're on their way over!

You think I'd lie to a HOUSE GUEST???

Let's go! The Police are coming!

We're goin', Al! But you're not!! Take that!!

You shouldn't have done that, Gouger! Where's your sense of values??

You mean because we betrayed a buddy??

No... because you broke a deposit bottle!

She's dead! You killed that woman in there!

I didn't mean to kill her! I never murdered anyone before!

You'll hang for this, Buster!

Hey, that ain't fair!

Why not? It's my first offense!



I want no trouble from you! I'm keeping you here for the rest of your life!

If you do, you'll be sorry! Why??

Cause this will be the first multi-million dollar movie that only runs 35 minutes!



Alecch, how'd you like to be rehabilitated?

You think I'm worth saving?

No... it's just that I hate 35-minute movies!

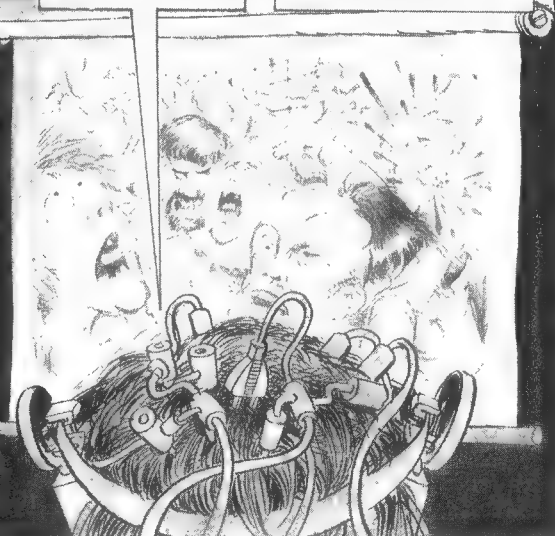


The treatment is simple! We will scientifically condition you to hate anti-social behavior and unwholesome sex! Now, first, we will force you to watch six hours of horrible violence!



That's revolting! Where did you get such a terrible, disgusting movie?

What movie?? That's a live TV pick-up from a typical New York City High School!



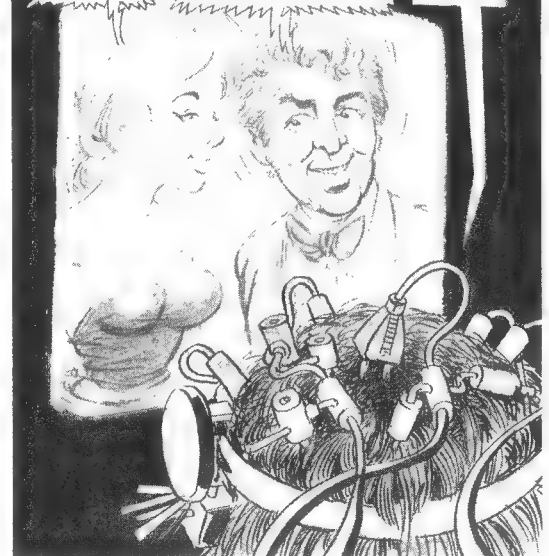
And now, we will force you to watch two hours of leering, sneering, dirty-minded sex...

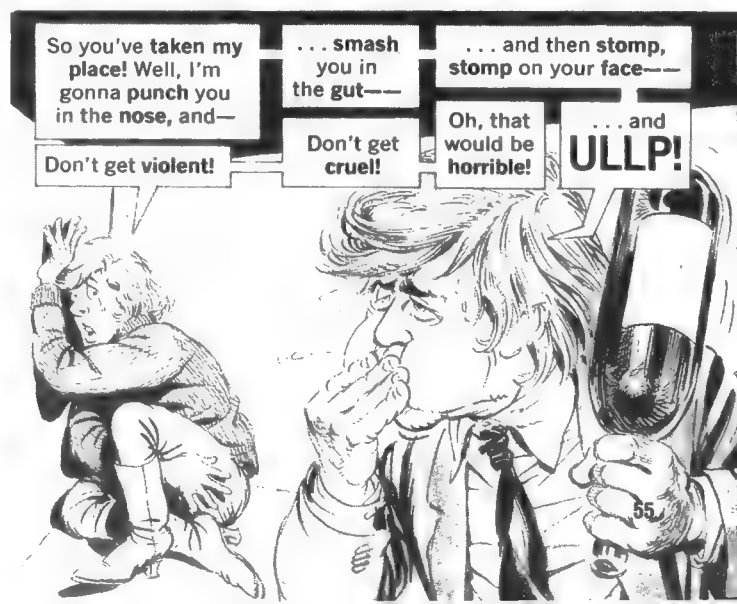
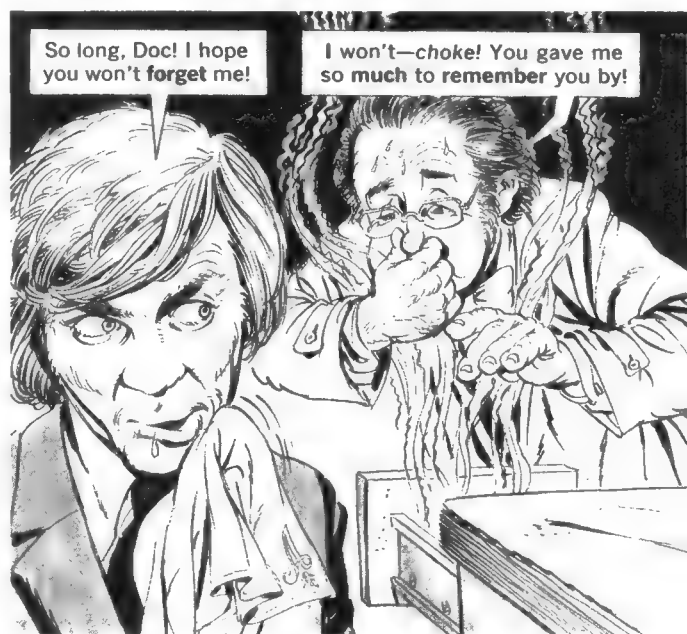


Want a drinkee, Dino...?

Yeah—an' y'better make it a **DOUBLE**... yuk, yuk, yuk!

I'm getting **SICK!!**









Yecch!  
I think  
stomping  
on my face  
would have  
been much  
better!

Get out,  
Aleccch!

Can't I  
ever come  
back, even  
for a visit?

Not on  
a full  
stomach,  
you can't!



It's  
**YOU!!**

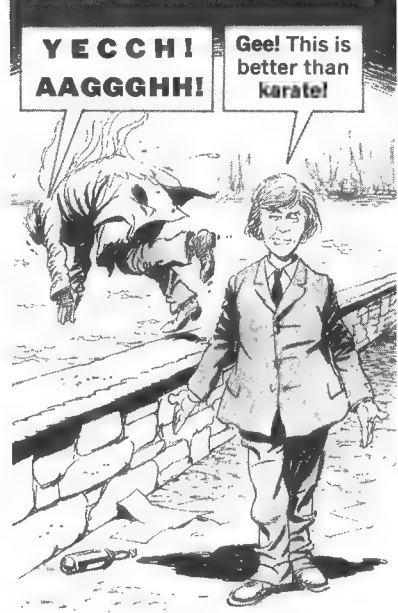
Oh,  
no!

I'm going to  
give you the  
beating you  
once gave me!

Stop! You  
don't know  
what you're  
doing!!

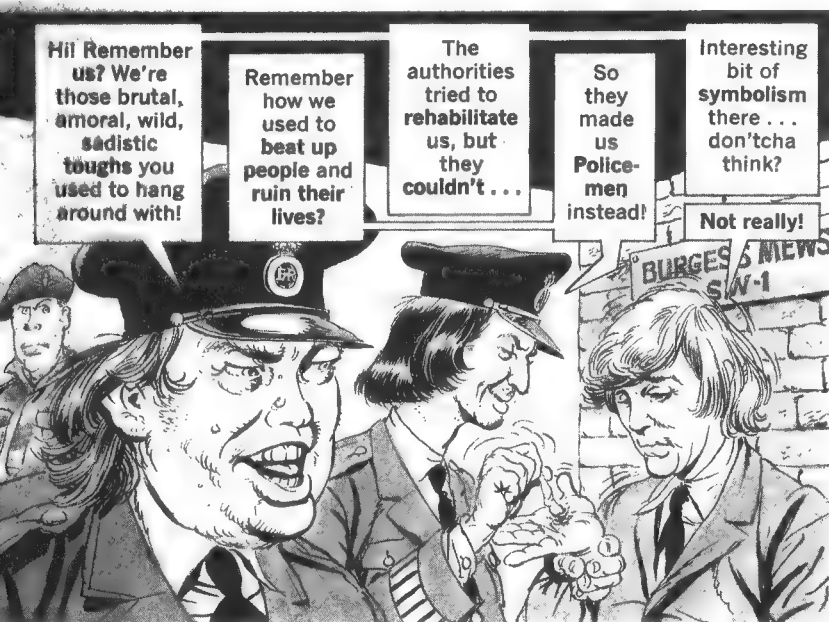
I'm going to  
ram this fist  
right up your—

**ULLP!!**



**YECCHI!  
AAGGGHH!**

Gee! This is  
better than  
karate!



Hi! Remember  
us? We're  
those brutal,  
amoral, wild,  
sadistic  
toughs you  
used to hang  
around with!

Remember  
how we  
used to  
beat up  
people and  
ruin their  
lives?

The  
authorities  
tried to  
rehabilitate  
us, but  
they couldn't...

So  
they  
made  
us  
Police-  
men  
instead!

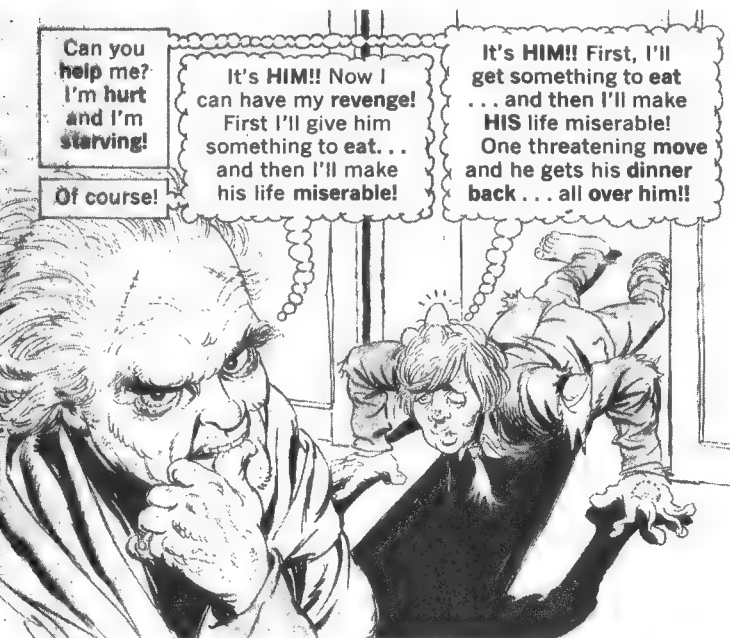
Interesting  
bit of  
symbolism  
there ...  
don'tcha  
think?

Not really!

Whatchya  
gonna do  
... beat  
me up?!!

And get that  
foul **YECCH**  
all over us?  
**No, sir!!**

First we're gonna  
pump your stomach!  
**THEN** we're gonna  
beat you up!!

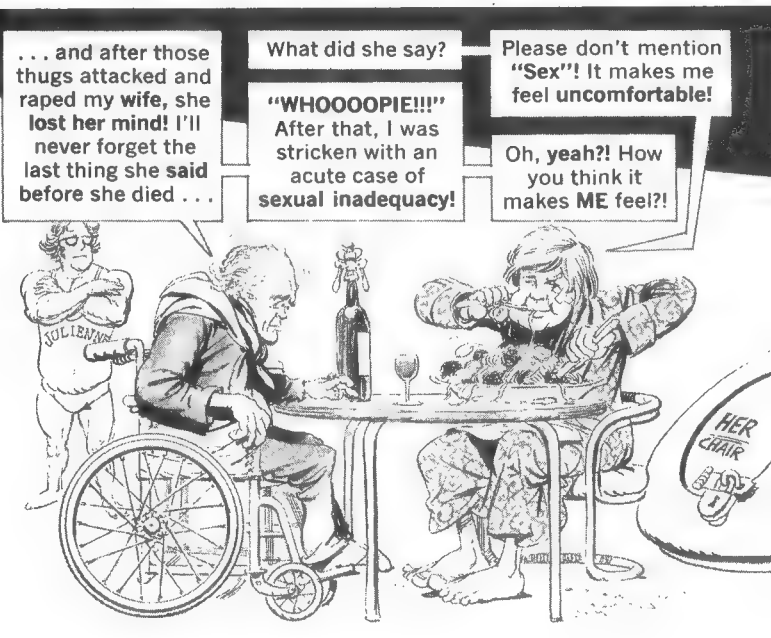


Can you  
help me?  
I'm hurt  
and I'm  
starving!

Of course!

It's **HIM!!** Now I  
can have my revenge!  
First I'll give him  
something to eat...  
and then I'll make  
his life miserable!

It's **HIM!!** First, I'll  
get something to eat  
... and then I'll make  
**HIS** life miserable!  
One threatening move  
and he gets his dinner  
back ... all over him!!



... and after those  
thugs attacked and  
raped my wife, she  
**lost her mind!** I'll  
never forget the  
last thing she said  
before she died ...

What did she say?

**"WHOOOOPIE!!!"**  
After that, I was  
stricken with an  
acute case of  
sexual inadequacy!

Please don't mention  
**"Sex"**! It makes me  
feel uncomfortable!

Oh, yeah?! How  
you think it  
makes **ME** feel?!



What's going on?! I'm locked in here!!

The old guy tricked me! And now—now he's playing **BEETHOVEN!!**

Oh... NO! NO! I know what's coming next!! Scenes from "Love Story"!!

I can't watch **THAT** movie again! I'll go out of my mind! I'm taking the easy way out! I'll kill myself!



You! You've driven me to this!!

Yes, and I'm glad! **GLAD**, do you hear!! I'm ridding the world of a brutal, sadistic, violent person!!

You shouldn't say things like that... **ULLP!!**



**YECCH! YECCH!**

I think he was right!

I shouldn't have said what I said!



You're quite an embarrassment to the Government, Alecch! The people hold **US** responsible! This thing could bankrupt us!

How's that, Guv'?

We've got **DRY CLEANING** **BILLS** from half the people in **London**! Not to mention the **SMELL**...

Tell me, Alecch, was all that true? Could a person actually become nauseous after being exposed to six hours of violence??

They could get that way after only **TWO** hours!

I—I don't believe it!

See for yourself...

**BLACCHH!**

Choke!

**GACCK!**

Gagghh!

**YECCH!**

**ULLP!**



## EVERYBODY'S GAWKIN' DEPT.

The following article is rated "G"...which means it's Okay for General Audiences. However, the following article is a MAD satire of an "X"-rated movie... which means the movie is dirty, and Children Under 16 are Not Permitted to see it. Which further means that if you are under 16, you couldn't possibly have seen the movie, and therefore you cannot possibly enjoy this MAD satire

# MIDNIGHT

ARTIST: MORT DRUCKER



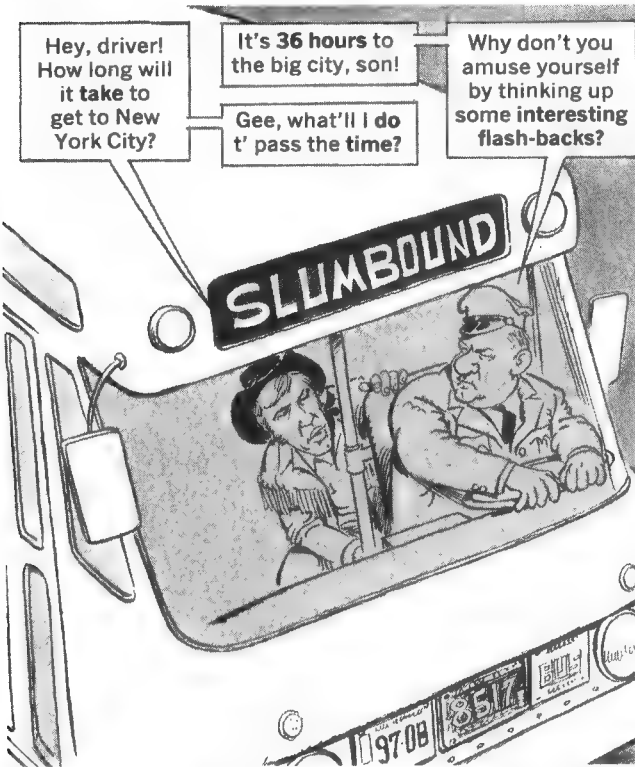




of it. So use your dopey, under-16 head for a change! Don't laugh at this article if your parents are around, or you'll give it away that you lied about your age and sneaked in to see the movie! (Incidentally, if your parents laugh at this article, it means they must have seen the movie, and you can ask them what in heck they were doing, going to see a dirty movie anyhow!) Here, then, is...

# WOWBOY

WRITER: STAN HART

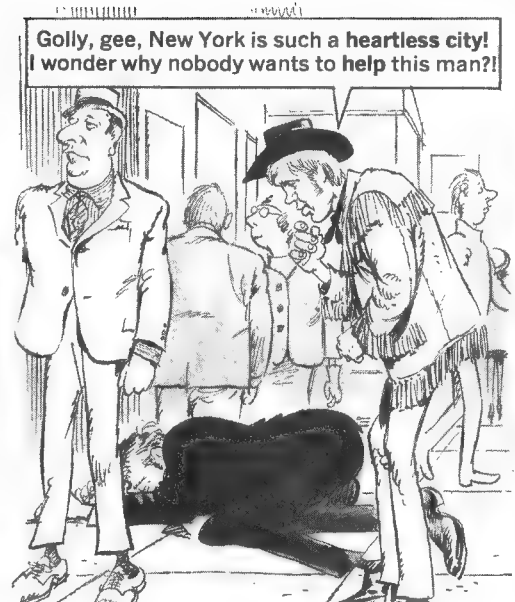




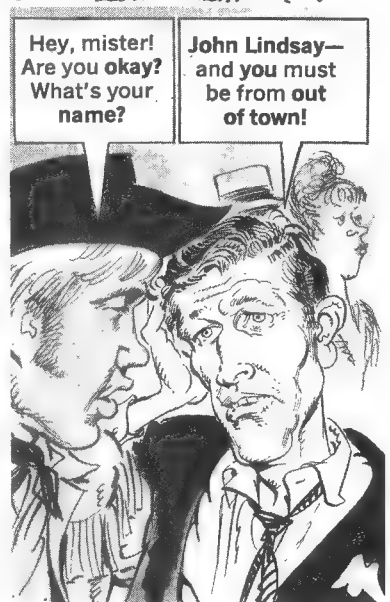
Hey, driver!  
How many more  
hours to New  
York City?

Twenty-  
four!

Gosh! I'm all  
out of flash-  
backs! Could I  
use one of yours?



Golly, gee, New York is such a heartless city!  
I wonder why nobody wants to help this man?!



Hey, mister!  
Are you okay?  
What's your  
name?

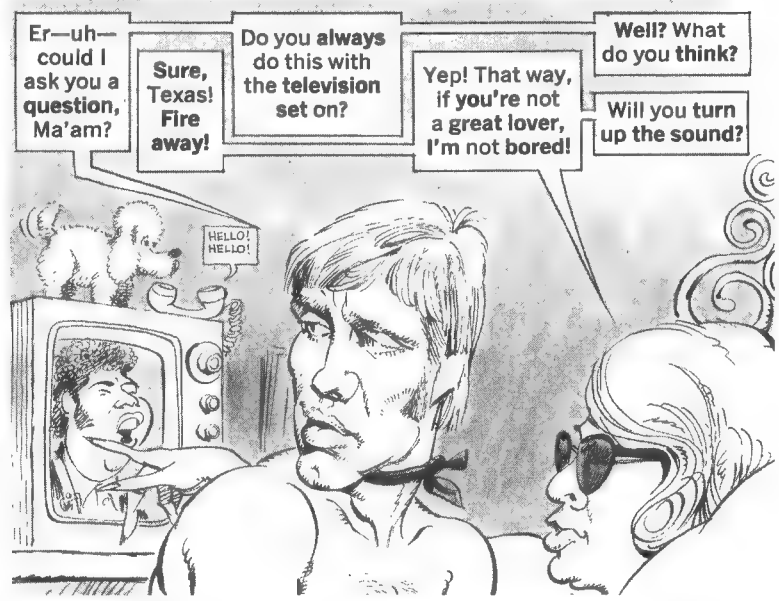
John Lindsay—  
and you must  
be from out  
of town!



Hey, Honey! How about we go  
up to your place for some  
wild huggin' an' kissin'?

Get  
lost!

Hmmm! Next time, I  
think I'll try the  
direct approach!



Er—uh—  
could I  
ask you a  
question,  
Ma'am?

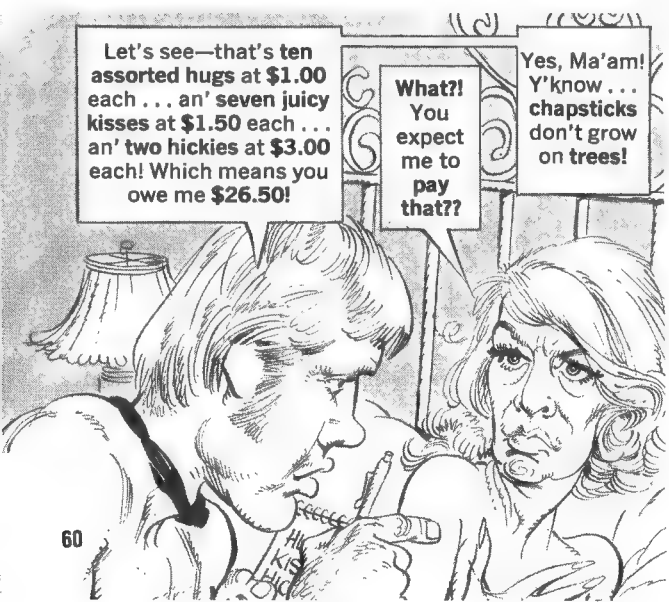
Sure,  
Texas!  
Fire  
away!

Do you always  
do this with  
the television  
set on?

Yep! That way,  
if you're not  
a great lover,  
I'm not bored!

Well? What  
do you think?

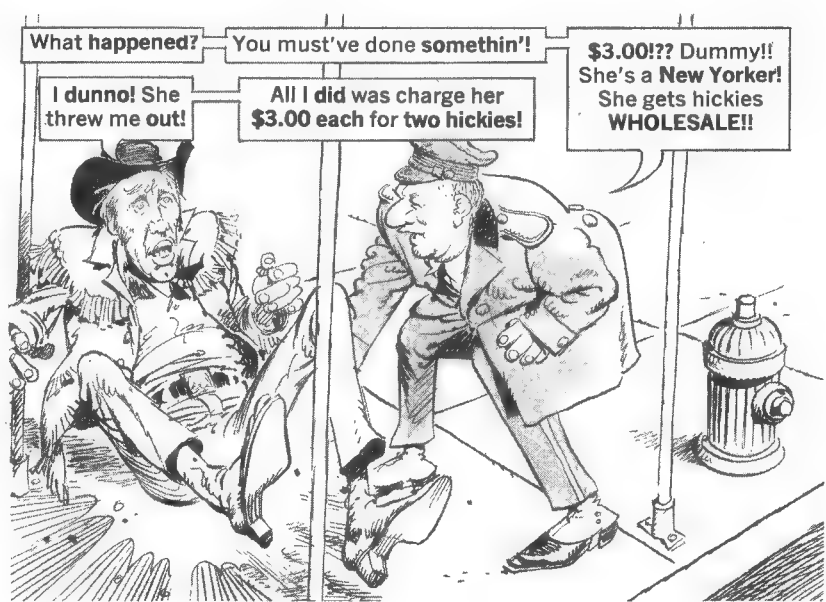
Will you turn  
up the sound?



Let's see—that's ten  
assorted hugs at \$1.00  
each ... an' seven juicy  
kisses at \$1.50 each ...  
an' two hickies at \$3.00  
each! Which means you  
owe me \$26.50!

What?!  
You  
expect  
me to  
pay  
that??

Yes, Ma'am!  
Y'know ...  
chapsticks  
don't grow  
on trees!



What happened?

You must've done somethin'!

I dunno! She  
threw me out!

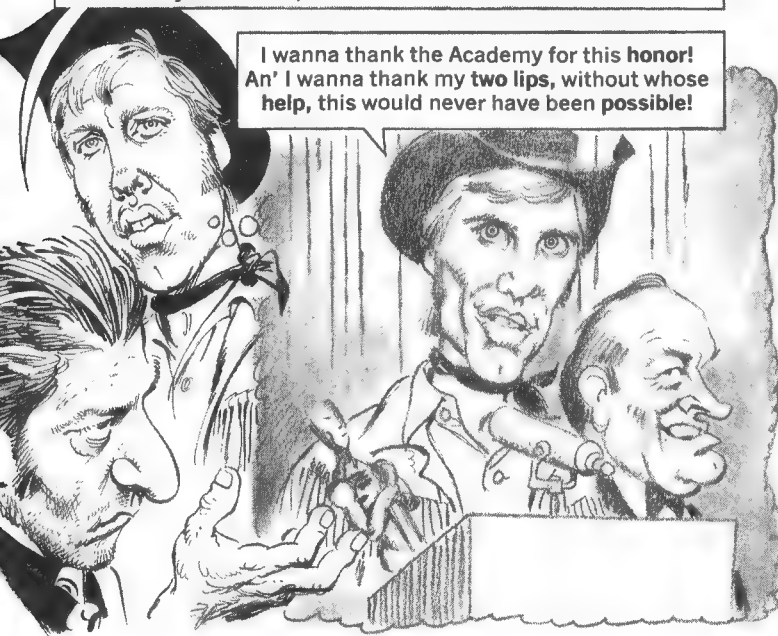
All I did was charge her  
\$3.00 each for two hickies!

\$3.00?? Dummy!!  
She's a New Yorker!  
She gets hickies  
WHOLESALE!!

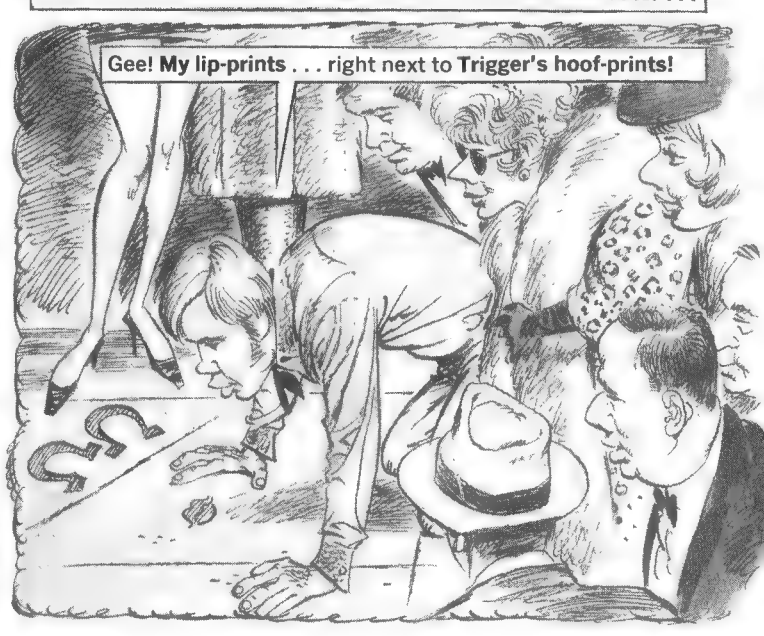


I can make you famous, Joe! You'll be the toast of the nation ...

You'll be immortalized in cement outside Grauman's Theater ...

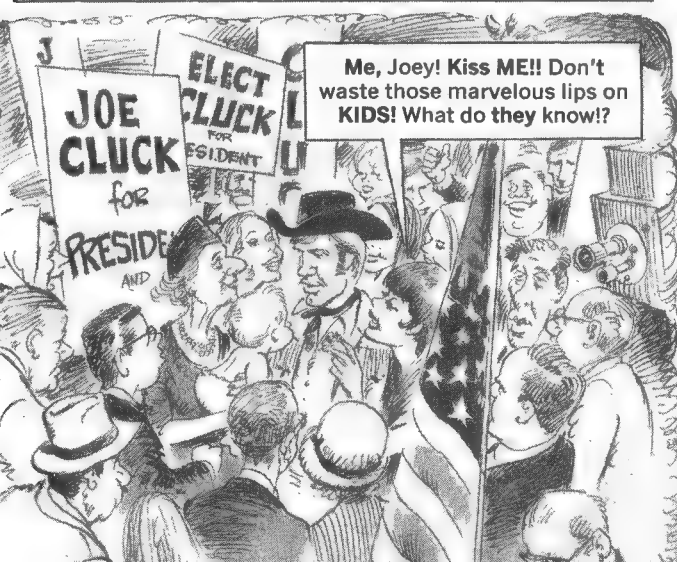


I wanna thank the Academy for this honor! An' I wanna thank my two lips, without whose help, this would never have been possible!



Gee! My lip-prints ... right next to Trigger's hoof-prints!

You could even be President! There'd be no stopping you ...



Me, Joey! Kiss ME!! Don't waste those marvelous lips on KIDS! What do they know!?

I'm gonna introduce you to a guy who's looking for a talent like you! Just gi'me \$20.00 for my trouble!

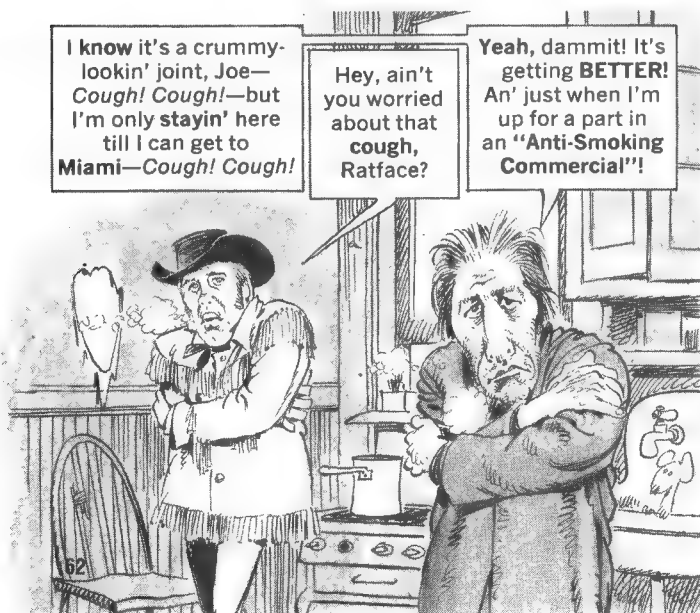
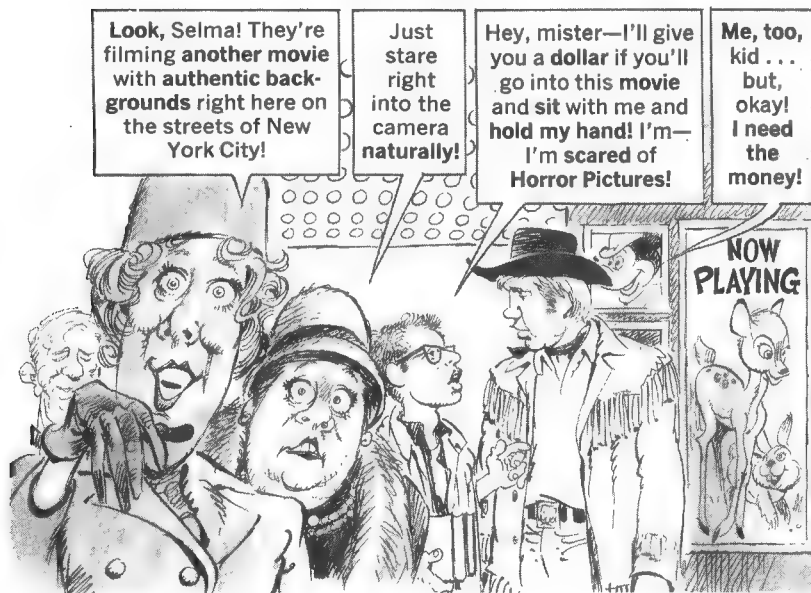
Gee! \$20.00 is a lot of money!

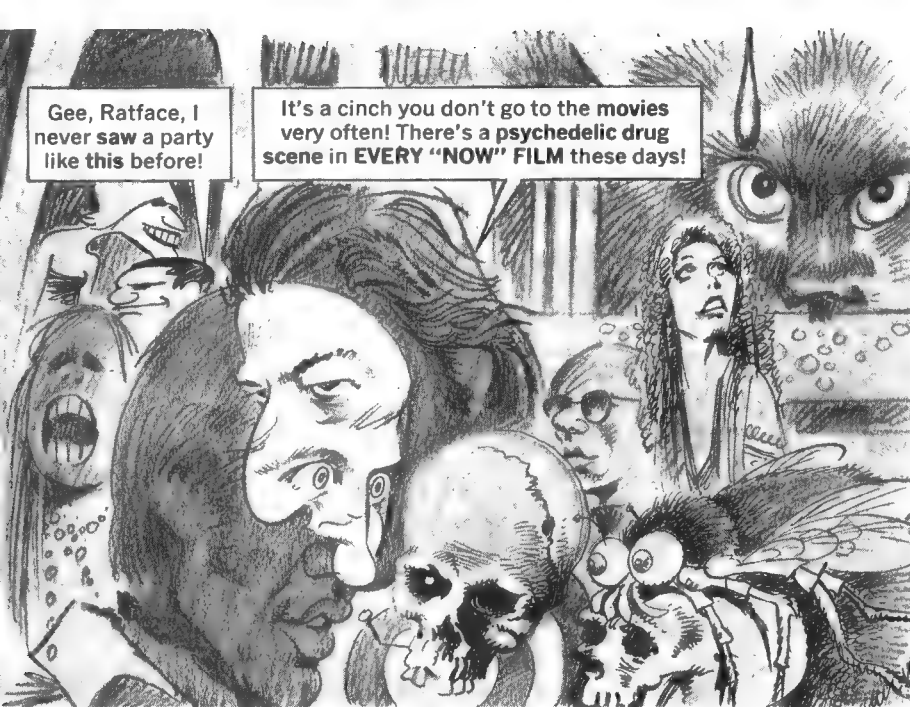
If you're gonna think small, Joe, you're gonna stay small!

Why, only yesterday I shelled out TWICE that much for a downpayment on The Statue of Liberty!



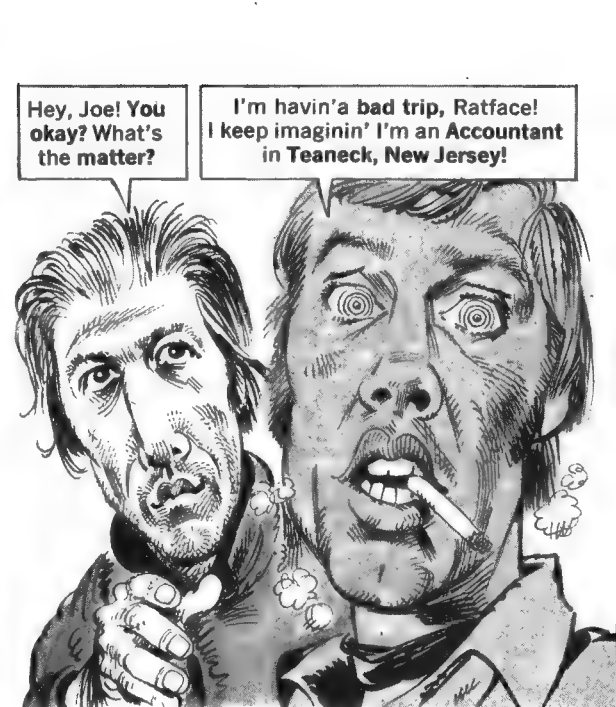






Gee, Ratface, I never saw a party like this before!

It's a cinch you don't go to the movies very often! There's a psychedelic drug scene in EVERY "NOW" FILM these days!



Hey, Joe! You okay? What's the matter?

I'm havin' a bad trip, Ratface! I keep imaginin' I'm an Accountant in Teaneck, New Jersey!



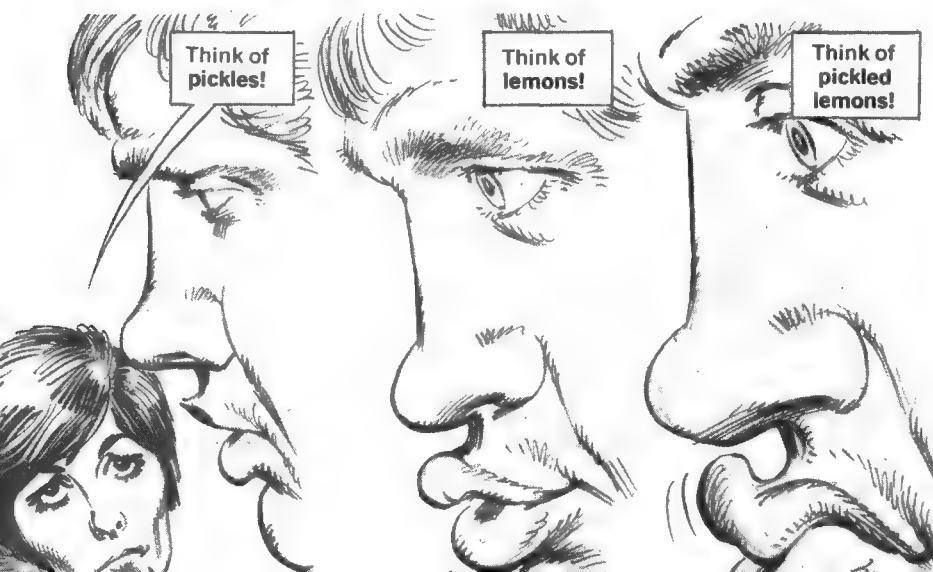
That's the deal! Take it or leave it! My boy, here, will give you your choice of one from Column A and two from Column B for \$18.75. And we'll throw in one Fox Trot with an occasional dip for FREE!

Okay, it's a deal! I'll take it! Let's go!



Don't feel bad, Joe! It happens, sometimes!

It's never happened to me before! I'm washed up—finished! I can't pucker! My—my lips are gone!



Think of pickles!

Think of lemons!

Think of pickled lemons!



See, Joe? You did it! You did it!

You're wonderful . . . jus' wonderful! You're so wonderful, I'm gonna give you a twenty percent discount!

I mean it, Gladys! He's fantastic! But you'd better hurry up and make up your mind! I've almost got him **booked solid!** Wednesday, he kisses the **Ladies Bridge Club!** Thursday, he gives hickies to the **PTA!** And Friday, he catering a **Wedding!** He's scheduled to blow in the ear of the entire **Groom's side!**

Gee, I can't stop thinkin' of them **pickled lemons!**



I'm sick, Joe! I gotta get to **Miami!** I'll die if I don't!

I'll get the money, Ratface—somehow!

Listen, Joe! Will you do me a favor? When we're in **Miami Beach**, will you call me by my right name ... **Ruggerio Ruccici!**

I'll do you a bigger favor, Ratface! When we're in **Miami Beach**, I'll call you by an even better name ... **Irving Weinstein!!**



Son, I'll give you **\$20** if you'll just sit there and **stay awake** while I talk to you!

**\$20!** Just to listen?!

That's right! Y'see, I'm an **Economics Teacher**, and I want someone, just once, to **stay awake** while I'm lecturing!



Now, the **Mathusian Theory ...**



If we consider **Gresham's Law ...**



The fallacy of **Keynsian Economics** is simply ...



**YOU SADIST ... EXPECTING ANYONE TO STAY AWAKE DURING THAT!!**

**Stop! Wait! You haven't heard about the **Federal Reserve System!!****



I gotta get to **Miami, Joe!**

Just hang on, Ratface! We'll be there soon! Here's the bus!

It's **YOU** again! Hey, I thought of some great **flash-backs** for you!



Are we almost there, Joe? Are we almost in **Miami?**

Yes! We're almost ... **OH-OH!!**

What's the matter?

I don't think we're gonna make it to **Miami, Ratface!**

The bus is being hijacked to **Cuba!!**

Why not, Joe??





## **THE STILLS ARE ALIVE DEPT.**

When a movie is being edited, some of the scenes that were shot for it don't make the final cut of the film for a variety of reasons...perhaps the scene was no longer appropriate to the film's mood or affected the movie's pacing. Well, we snuck into a few of those editing rooms with our "Shovel of Satire" and scooped up some of the scenes left on...

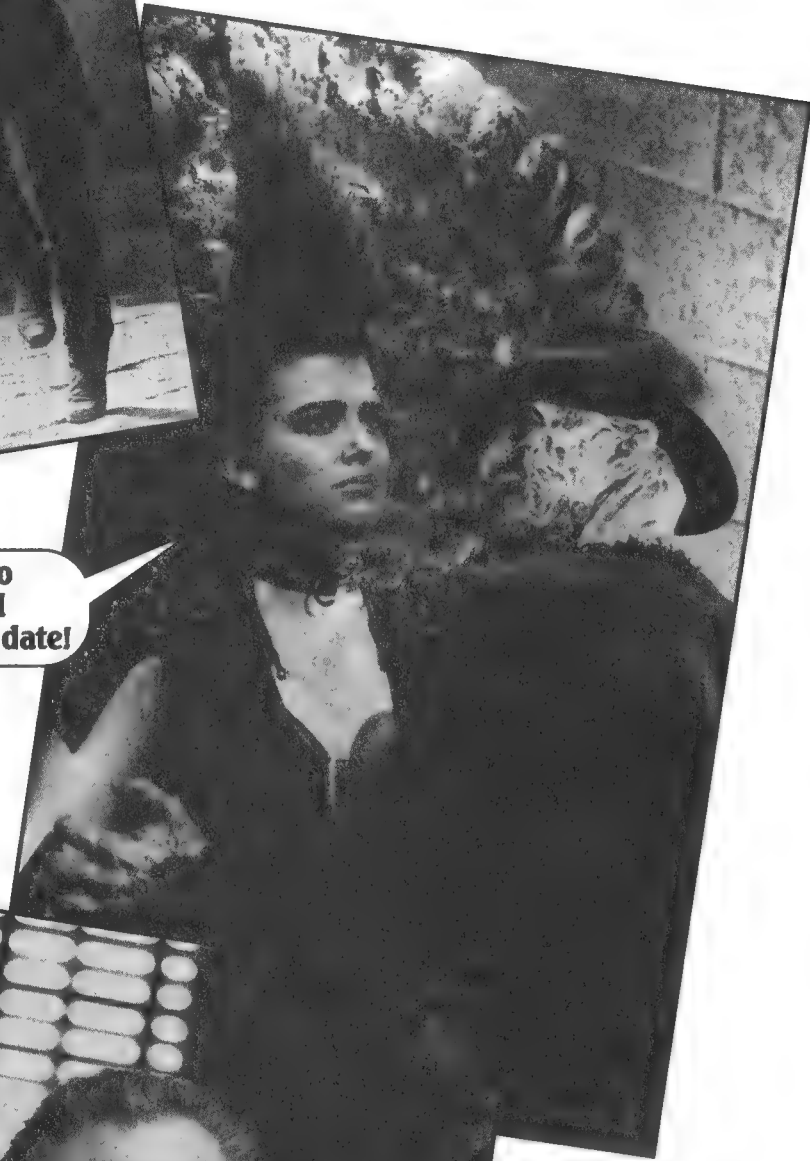
# The Cutting Room Floor



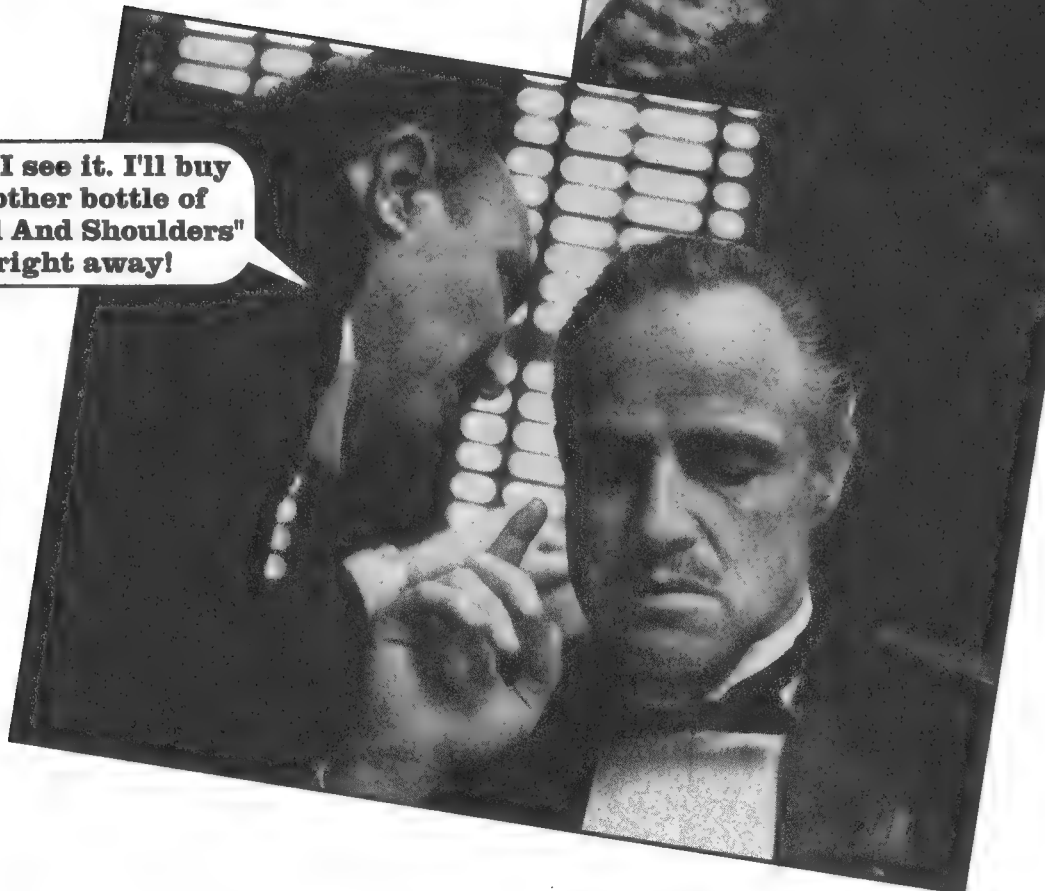


**You're right! New York  
IS a tough town!**

**I can't wait to get back to  
Love Connection and tell  
Chuck Woolery all about our date!**



**Yes, I see it. I'll buy  
another bottle of  
"Head And Shoulders"  
right away!**



This "Mrs. Doubtfire" movie is lousy...  
who could be fooled for a second  
that Robin Williams is a woman?



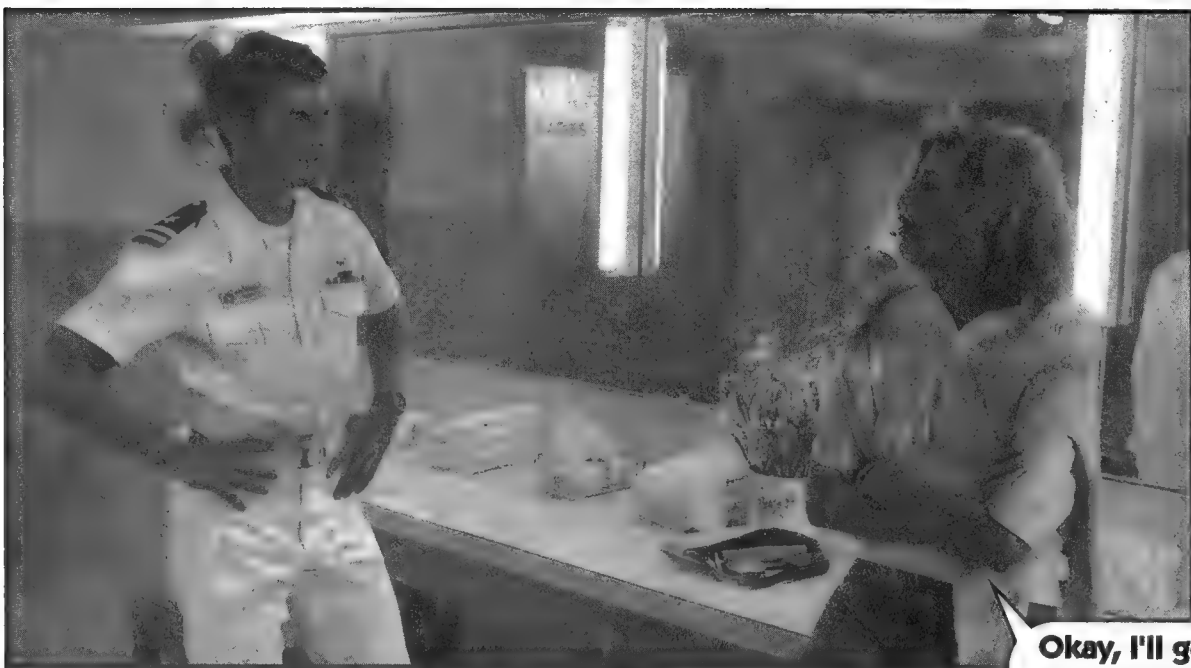
When I say "snack trays in the  
upright position" I MEAN  
"snack trays in the upright position"!



This better be fake furl  
We animal activists  
ain't fooling around!!







Okay, I'll go! What did you say the party was called again? Tailhook?



It's not sexual harassment I tell you! My hand really is stuck!



This is the best "Safe Sex" demonstration I've ever been to!

## GOONSTRUCK DEPT.

Everyone knows that the world's greatest actors are not in the movies! Nope, they're in arenas around the country! That's right, the world's greatest actors are professional wrestlers! After all, who but the very best of actors could make such a large percentage of the populace believe their preposterous routines are real? This got us to thinking. As long as Hollywood continually insists on redoing old film classics, why not hire these potential Academy Award winners for some honest work! So, join us now in a futuristic stroll down memory lane as MAD begins...

# Recasting Famous Old Movies With Today's Famous Wrestlers

ARTIST: SAM VIVIANO

WRITER: J. PRETE



## THE GODFATHER STARRING BRUNO SAMMARTINO

Jake the Snake (*mumble*), I want you and the Killer Bees (*mumble*), to take a trip to the Heenan Family and make them an offer they can refuse!

What's wrong with Don Bruno? He's not making any sense when he talks!

He's been that way ever since the "hit"!

You mean when they rubbed out Lucca Brazzi?

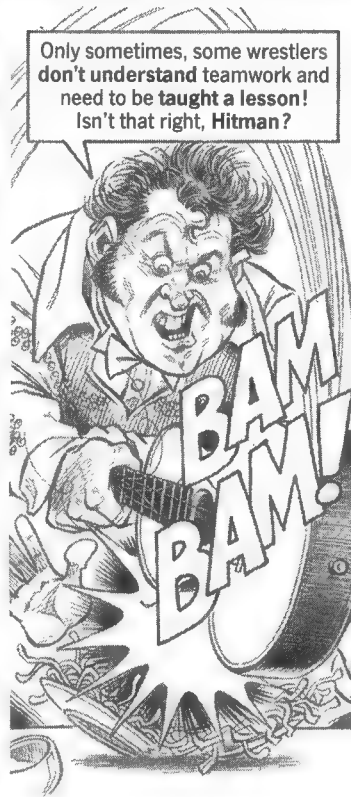
Not that kind of hit! I'm talking about when Andre the Giant hit The Godfather on the head with a chair during their last match!

Yeah! Ever since then, Don Bruno's brain sleeps with the fishes!



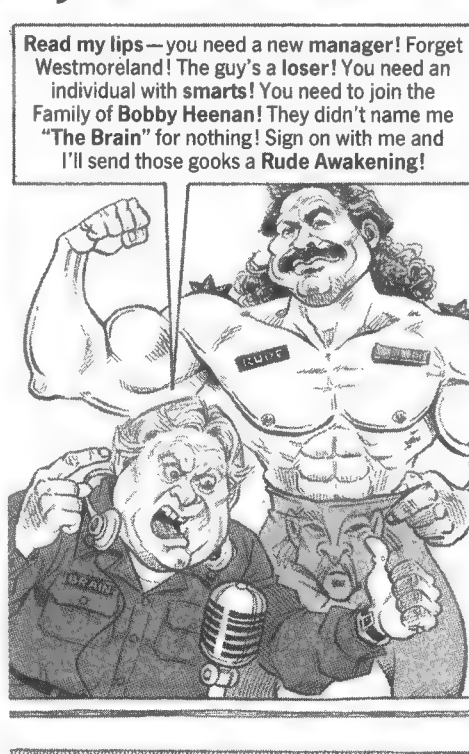
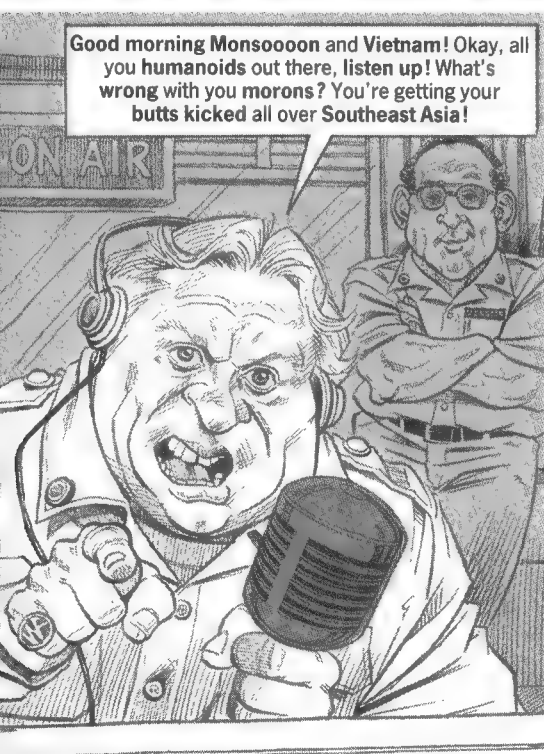
# THE UNTOUCHABLES

STARRING THE HONKY TONK MAN, THE HART FOUNDATION, JIMMY "THE MOUTH OF THE SOUTH" HART AND THE ROUGEAUS



# GOOD MORNING, VIETNAM

STARRING Bobby "The Brain" HEENAN





# NO WAY OUT

STARRING  
Nikolai Volkoff AND Slick



Now let me get this straight, Mister Secretary of State! You say that a Russian spy named "Uri" has infiltrated the Pentagon?

Correct! We need someone above suspicion to expose him! We have no idea who Uri can be!

Well, look no further, Jack! My man Nikolai is the cat to catch this rat!

Really? Have you had any personal experiences with Russians Nikolai?

Yes, Comrade...er...Mr. Secretary! The night my partner Boris Zukoff and I, Nikolai, crushed that dog Hulk Hogan, we celebrated with famous Russian drink — the Moscow Massacre! Is one part Russian vodka, two parts Russian dressing!

Excellent! Your credentials are obviously above reproach! I have a gut instinct you're the perfect man for this job! If there's a Russian anywhere in the Pentagon, I'm sure you'll find him, Mr. Volkoff!



Name: Nikita Kaloff  
Boris Zukoff  
Education: Moscow Polytechnic Institute  
Experience: WWP SummerSlam WWP Wrestlemania I WWP Wrestlemania II

# TRADING PLACES

STARRING JESSE "THE BODY" VENTURA, VINCE McMAHON, Ted "THE MILLION DOLLAR MAN" DiBIASE AND THE JUNK YARD DOG



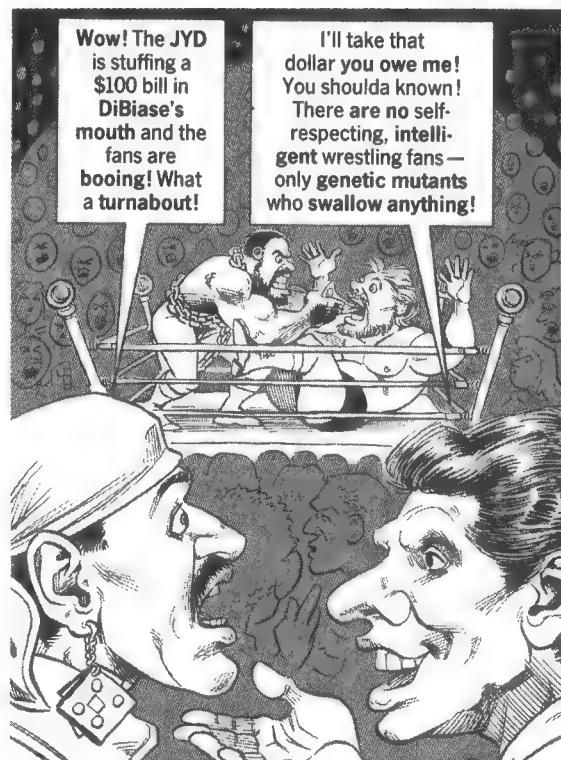
Say, can you help a poor wrestler who's recovering from when Greg "The Hammer" Valentine did him in with a Figure Four Leglock?

I'll bet you a dollar I can concoct a crazy scenario that will turn the good guy Junk Yard Dog into a bad guy the fans will hate, while, at the same time, turning the hated Million Dollar Man into a good guy fans adore! All in one week!

Forget it! No self-respecting, intelligent wrestling fan will believe it!

I'm talking "buy it," not "believe it!" As long as they spend \$15 on a pay-per-view, who cares what they believe!

It's a bet, McMahon!



Wow! The JYD is stuffing a \$100 bill in DiBiase's mouth and the fans are booing! What a turnabout!

I'll take that dollar you owe me! You shoulda known! There are no self-respecting, intelligent wrestling fans — only genetic mutants who swallow anything!

# BIG

STARRING  
GEORGE "THE ANIMAL" STEELE

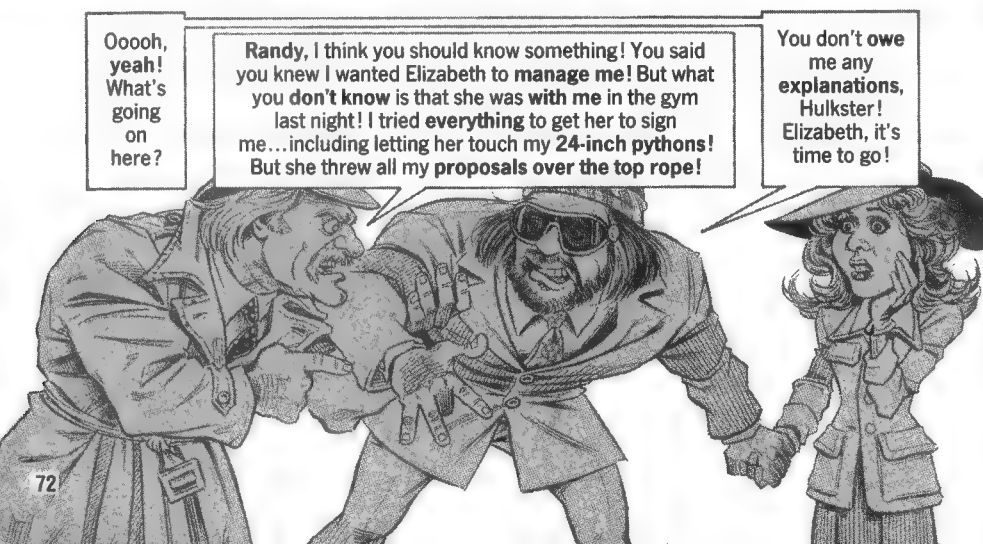
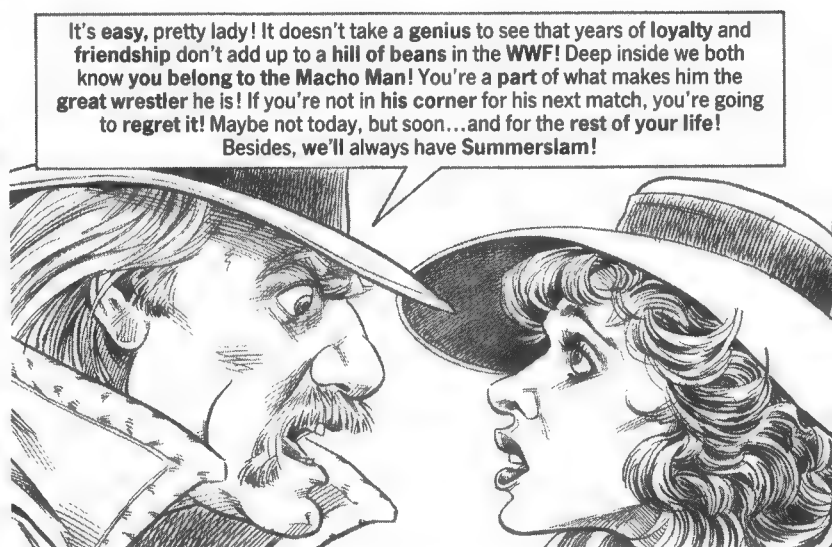


ZOLTA



# CASABLANCA

STARRING Hulk HOGAN, Randy "Macho Man" SAVAGE, Miss Elizabeth AND Mr. Fuji



# THE SILLY SOLITARY SCENARIO



ARTIST AND WRITER: DUCK EDWING





# MAD Suggestions for REDU

REDUCE THE NATIONAL PARK WORKFORCE BY MAKING WILDLIFE EARN THEIR KEEP!



ISSUE "ONE SIZE FITS ALL"



PACKAGE AND SELL SHREDDED GOVERNMENT DOCUMENTS AS KITTY LITTER ...



REDUCE MILITARY PARADES TO A ONE-MAN BAND...



COLLECT ROYALTY FEES THE NATIONAL



# FIXING the NATIONAL DEBT

UNIFORMS TO THE ARMED SERVICES...



SELL VANITY LICENSE PLATES TO FOREIGN DIPLOMATS...



ARTIST AND WRITER: PAUL PETER PORGES

TURN OVER OUR FOREIGN LOAN COLLECTIONS TO A TOUGHER AGENCY...



FOR THE SINGING OF ANTHEM...

R-SPANGLED BANNER...



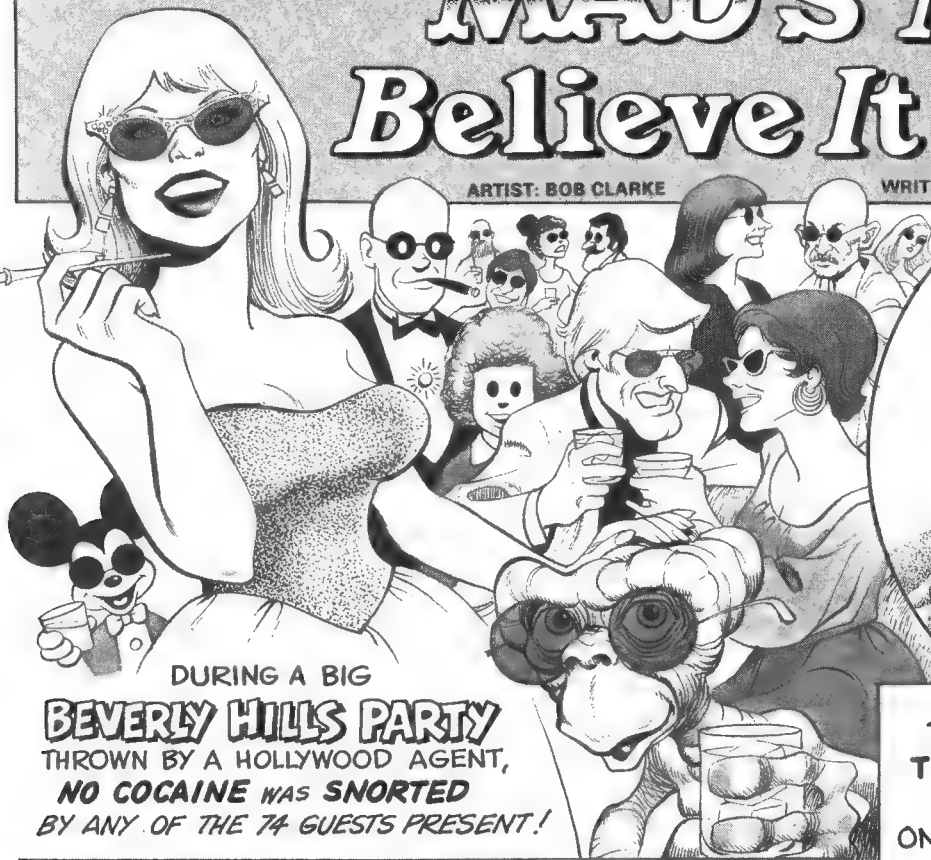
SET UP A "SHARE-A-RIDE" SYSTEM FOR GOVERNMENT LIMO USERS...



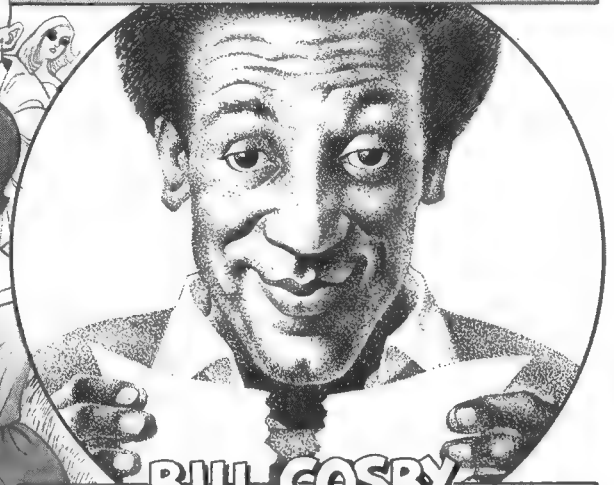
# MAD'S Modern Believe It or Nuts!

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS

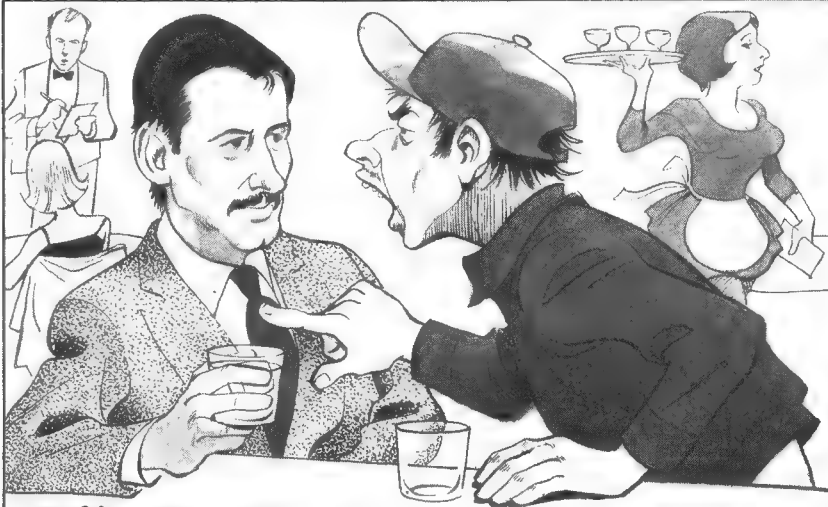


**DURING A BIG  
BEVERLY HILLS PARTY**  
THROWN BY A HOLLYWOOD AGENT,  
**NO COCAINE WAS SNORTED**  
BY ANY OF THE 74 GUESTS PRESENT!



**BILL COSBY**

TURNED DOWN A SIX-FIGURE  
**TV COMMERCIAL ENDORSEMENT  
CONTRACT**  
ON THE GROUNDS THAT HE WOULD BE  
**OVER EXPOSED!**



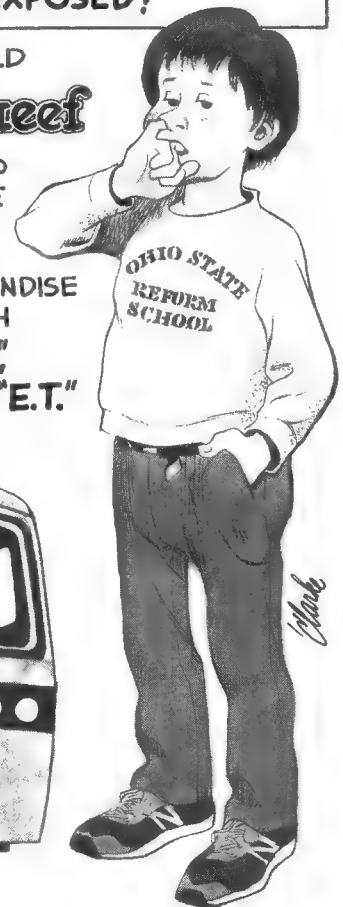
**Billy Martin**, WHEN BAITED BY AN AGGRESSIVE  
DRUNK, LISTENED POLITELY FOR 20 MINUTES, THEN  
**MOVED TO THE OTHER END OF THE BAR!**

A NEW YORK CITY  
**SUBWAY  
TRAIN...**



... UNMARKED BY ANY **GRAFITI** AND WITH ALL DOORS WORKING AND ITS  
AIR CONDITIONING OPERATING PERFECTLY MADE AN ON TIME RUN FROM THE BRONX TO BROOKLYN!

TEN YEAR OLD  
**Irving Queef**  
of Lima, Ohio  
HAS NO DESIRE  
WHATSOEVER  
TO POSSESS  
ANY ITEM OF MERCHANDISE  
CONNECTED WITH  
**"STAR WARS,"  
"STAR TREK" OR "E.T."**





**DRAINING THE TUBS DEPT.**

Hi, I'm Howard Stoned, famous DJ, health nut and great lover! This is my sidekick, Bobin, whose job is to laugh at everything I say! You're probably wondering why I'm doing a gig for MAD. Well, if you saw my Pay-For-View TV Special, then you know I'm lucky to get any work at all! Anyway, as anyone who's been to the beach lately will tell you, America is faced with a serious problem. No, schmuck, I don't mean pollution! I mean fat! Rolls and rolls of disgusting fat! Many Americans are grossly overweight! In fact, a whole new industry has sprung up to help these roly-polies shed their ugly blubber. So join us as...

# MAD VISITS A FAT FARM

ARTIST: PAUL COKER

WRITER: LOU SILVERSTONE

Welcome to  
Max's Weight  
Controllers  
Lifestyle,  
Fitness and  
Health Spa.  
I'm Dr.  
Maximus  
Glutious.

Doc, how  
did you  
get  
into  
this  
weight  
control  
business?

I used to  
run a  
mountain  
resort and  
I suddenly  
became very  
health  
conscious.

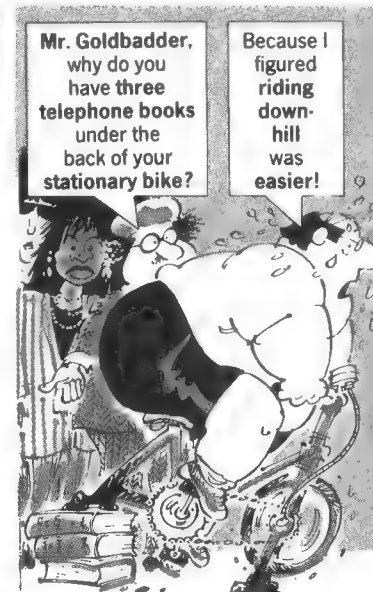
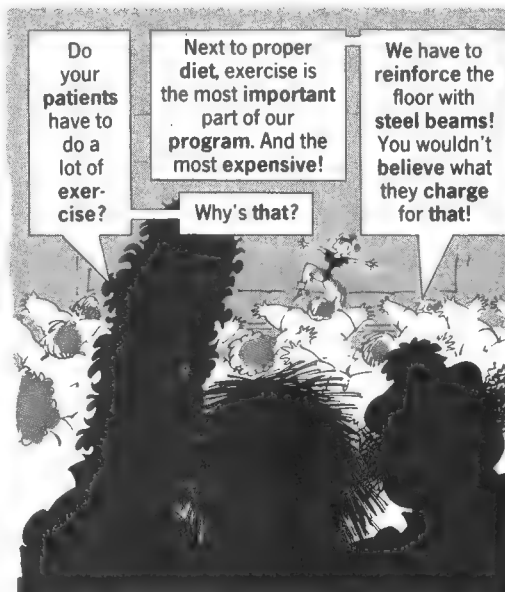
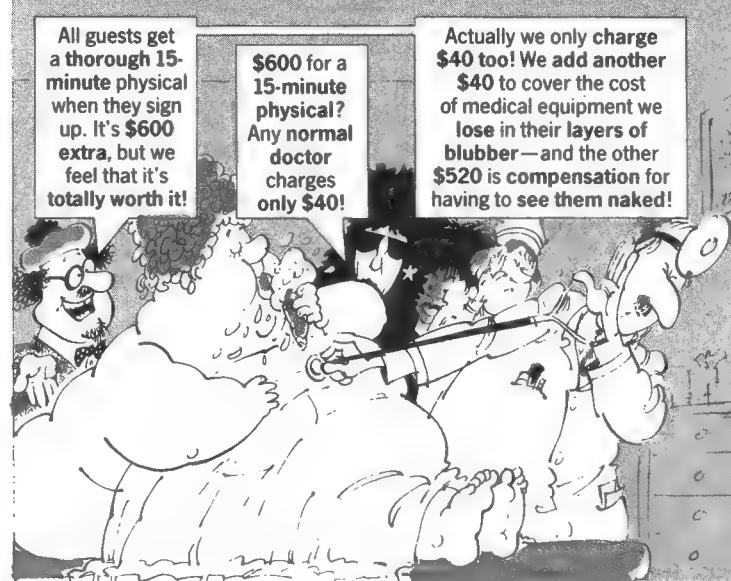
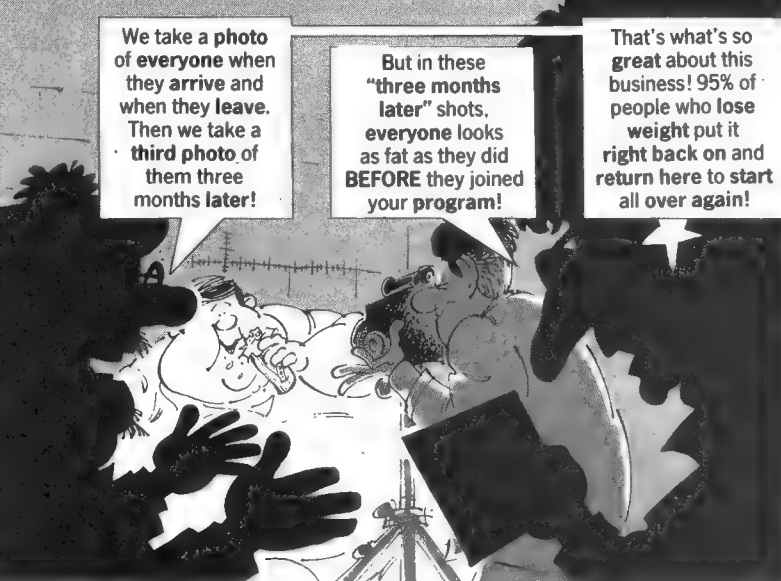
You  
were  
worried  
about  
the  
health  
of your  
guests?

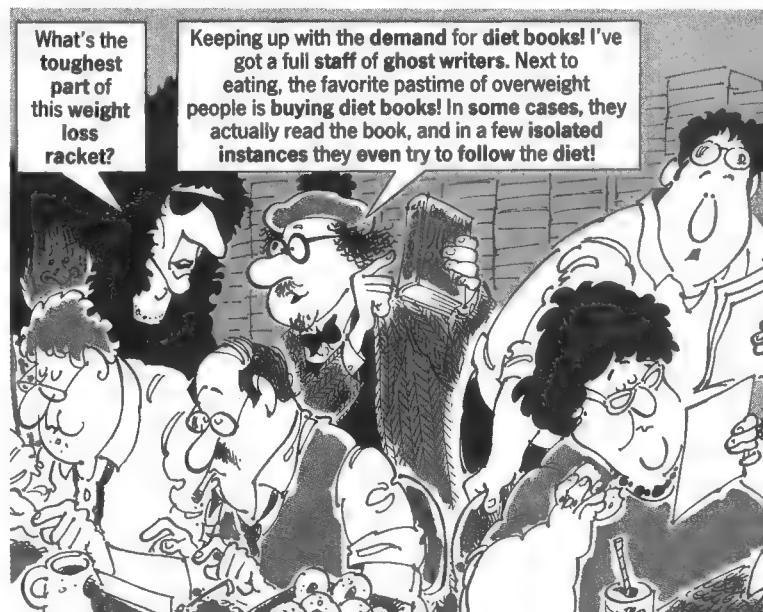
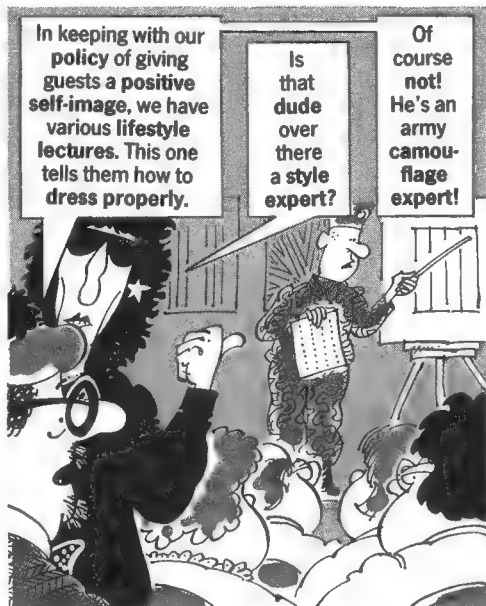
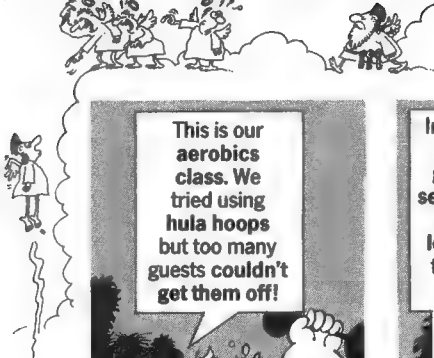
No, I was worried about the health of my  
bank account! I was going broke feeding  
those slobs! So, I changed the name from  
"Max's Lake Kolestrol Retreat" to "Max's  
Health Spa," put all my guests on a diet and  
tripled the rates! I figured if it costs  
so much to get fat, why shouldn't it  
cost even more to get rid of it!

One thing's  
for sure,  
man, anyone  
who comes  
in here is  
gonna end  
up lighter  
in the  
wallet!

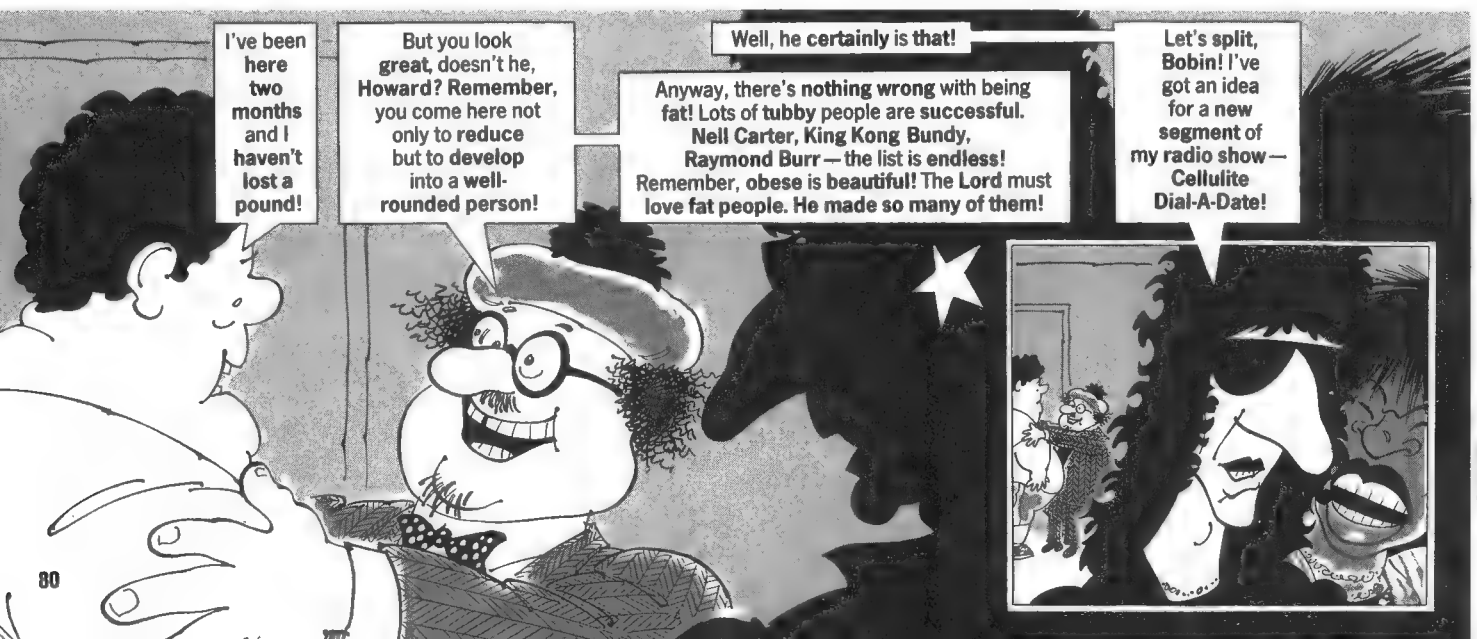
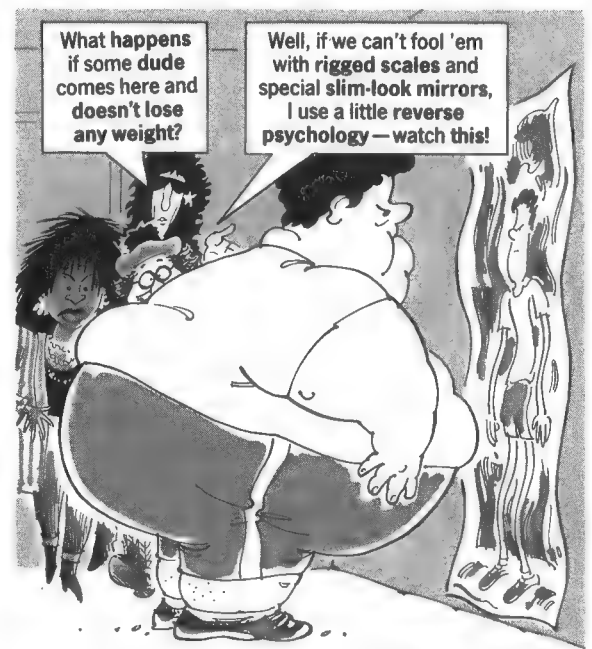
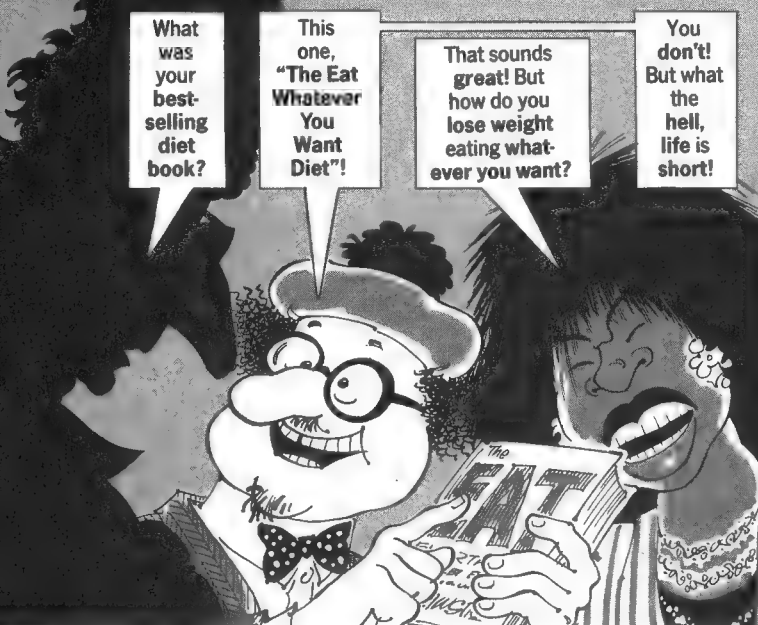
Hahahaha!  
Sorry, but  
like the  
man said,  
I gotta  
laugh no  
matter how  
lousy his  
jokes are!











# THE UNNERVING UNDERTAKER'S UNDERTAKING



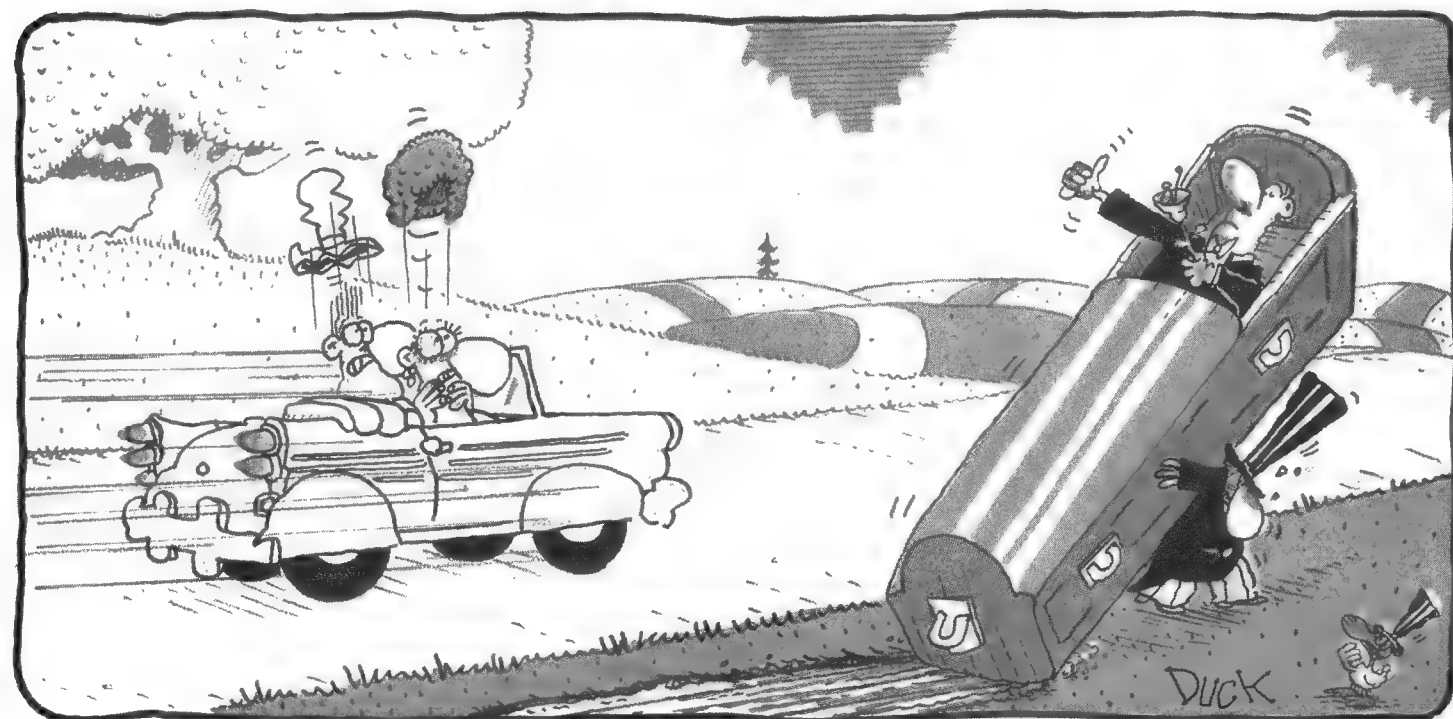
BAD NEWS, BOSS! THE VAN HAD A **BLOWOUT** AND I GOT NO SPARE TIRE!

DAMN! HOW FAR AWAY FROM THE CEMETERY ARE YOU, JENKINS?

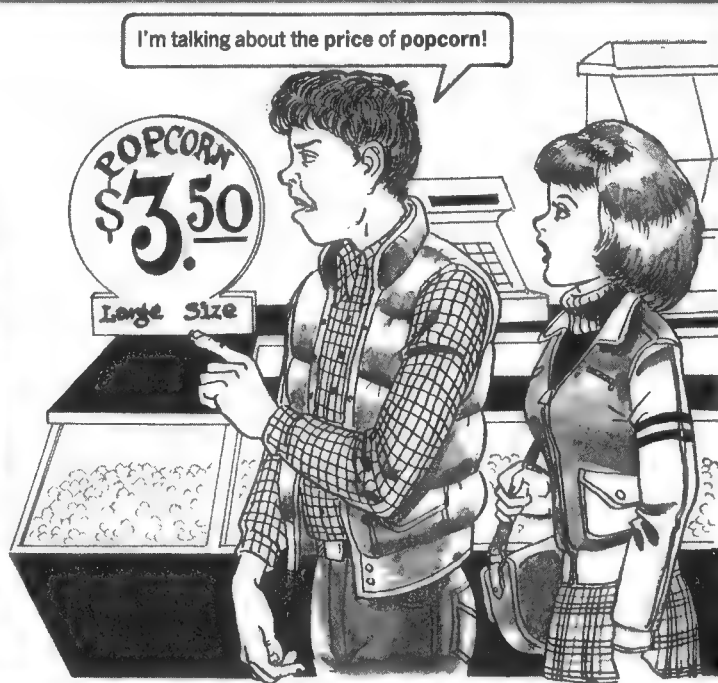
ABOUT TWO MILES!

THAT **COFFIN** HAS TO BE THERE BY **THREE!** **HITCH A RIDE** OR SOMETHING, BUT **GET IT THERE,** UNDERSTAND?

ARTIST AND WRITER: DUCK EDWING



## GOING TO THE MOVIES



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## STAYING IN SHAPE



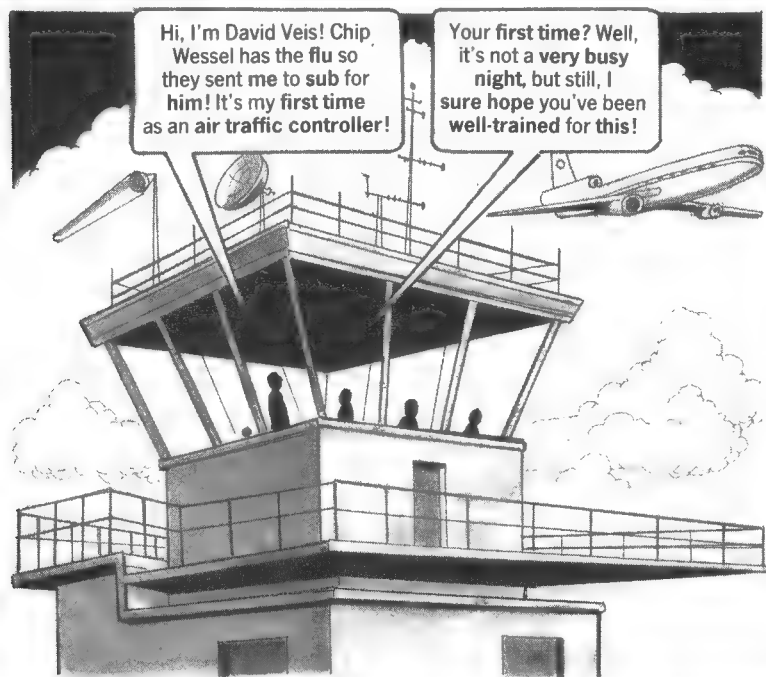


# PREPAREDNESS

Hi, I'm David Veis! Chip Wessel has the flu so they sent me to sub for him! It's my first time as an air traffic controller!

Your first time? Well, it's not a very busy night, but still, I sure hope you've been well-trained for this!

I sure have! I took a crash course!



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## SCHOOL

I don't understand your uneven grades, Larry! On one test you score brilliantly, on the next you fail miserably!

What's not to understand? It's obvious It's all in the studying!



If the guy sitting next to me did what he was supposed to and studied hard, I get good grades!



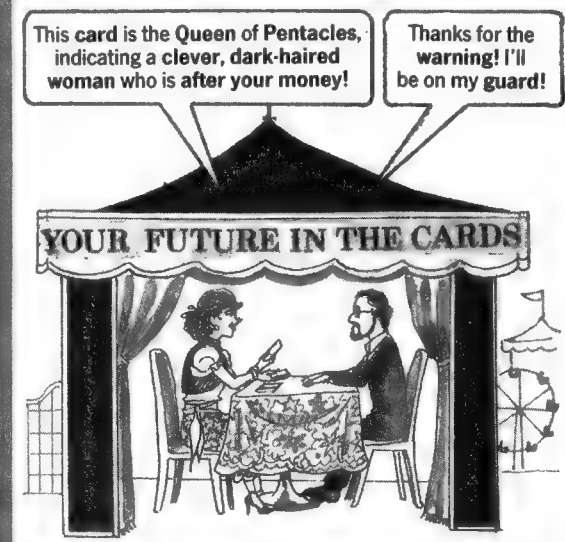
# CHARM



# SCIENCE



# ADVICE



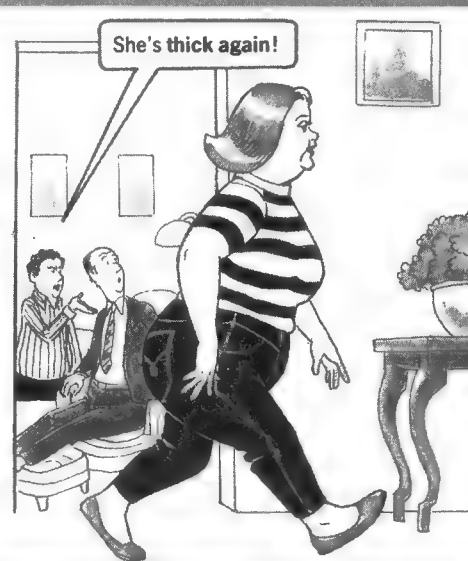
# NATURAL TALENT



# LEAVING THE NEST



## RELATIONSHIPS

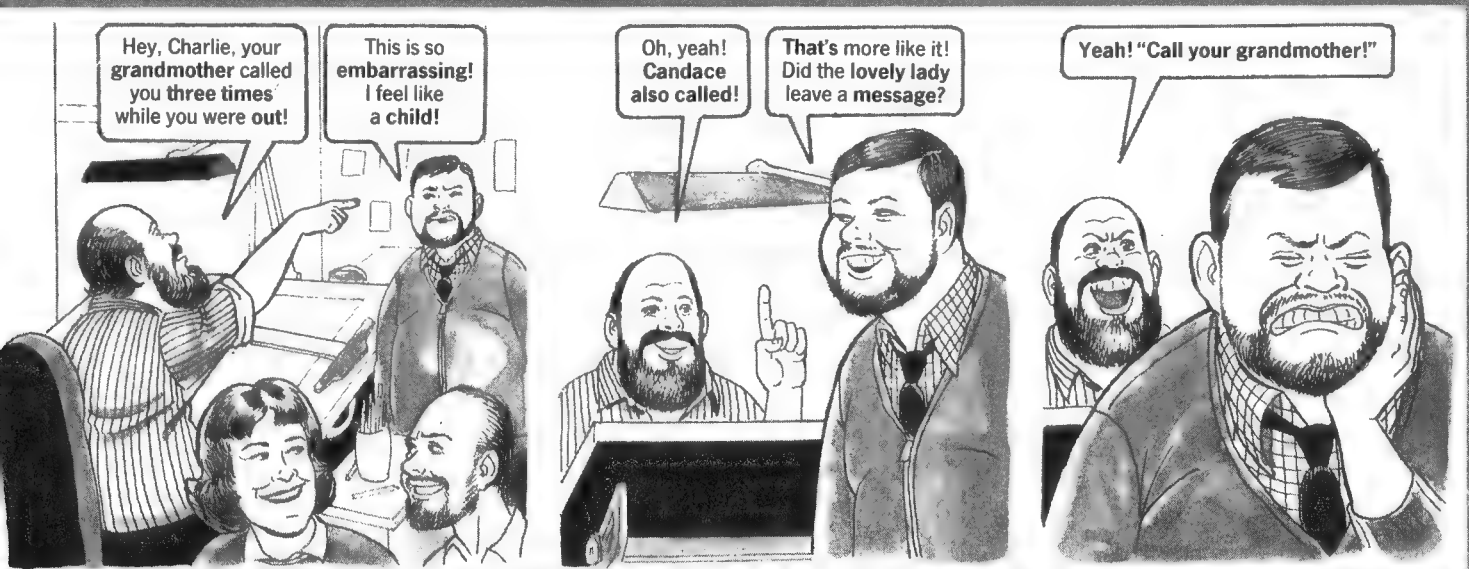


## HOUSEKEEPING





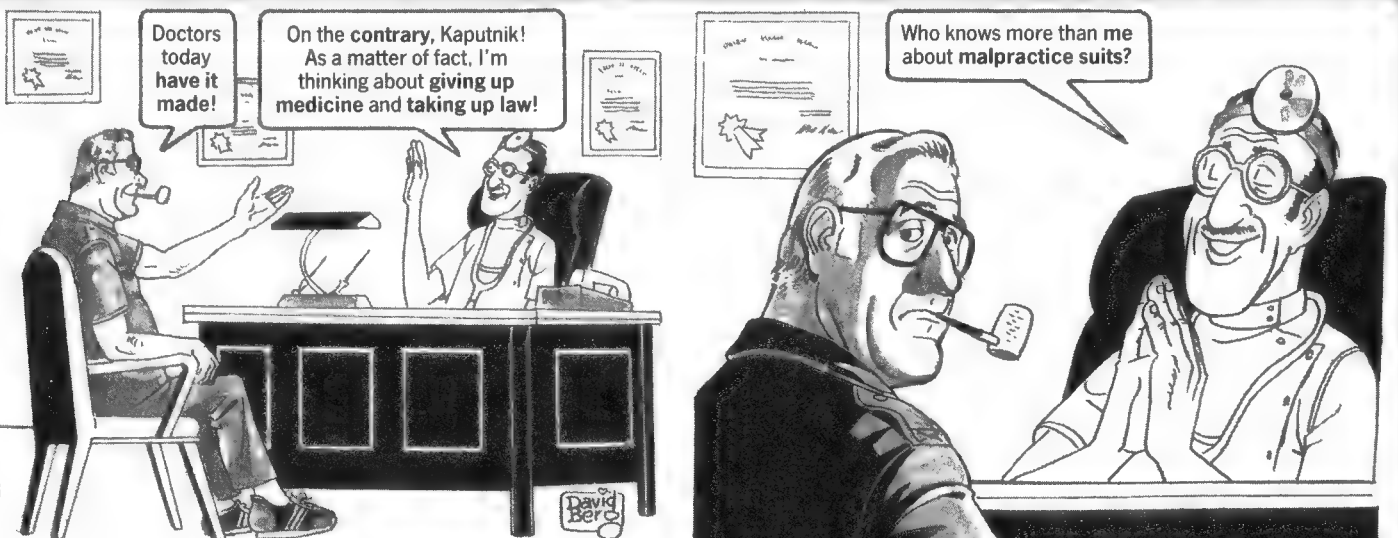
# COMMUNICATION

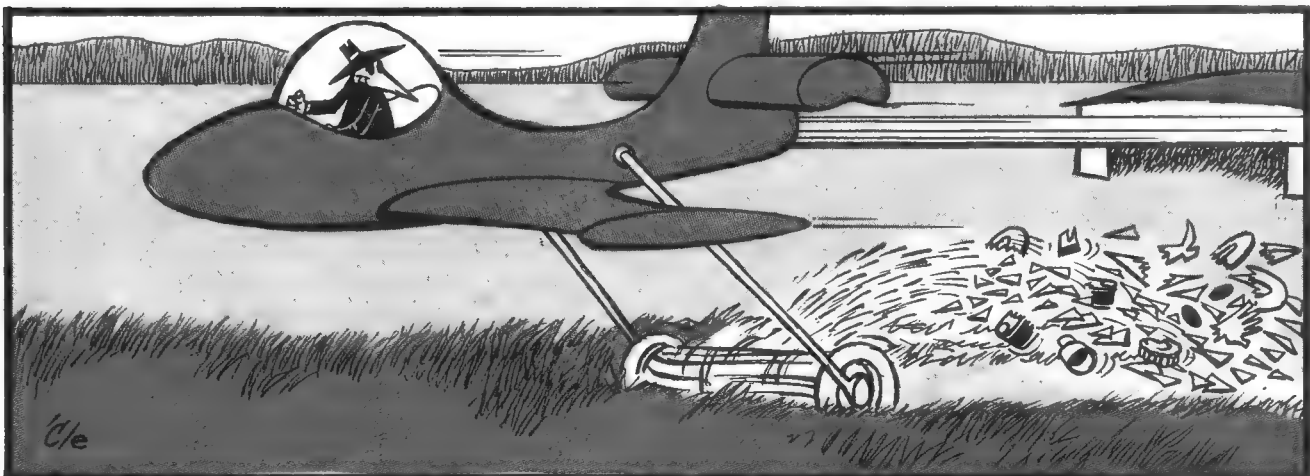
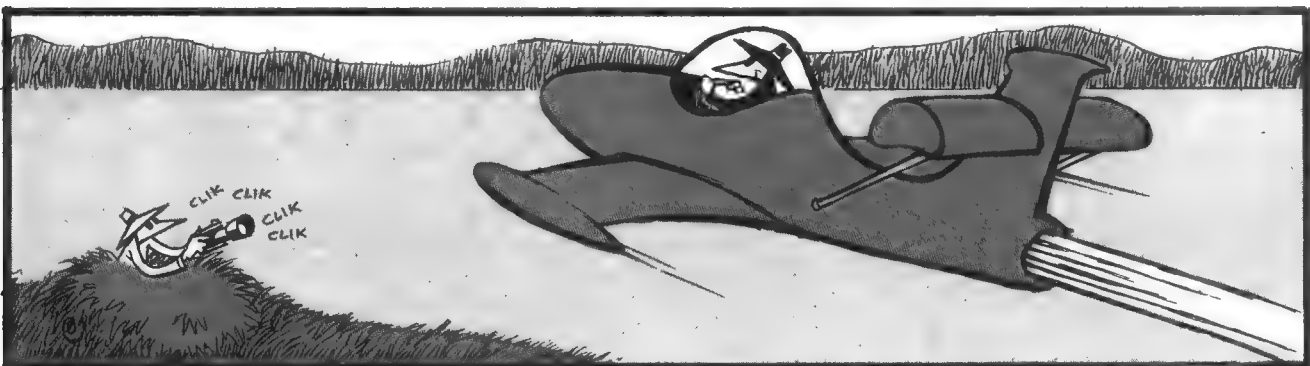
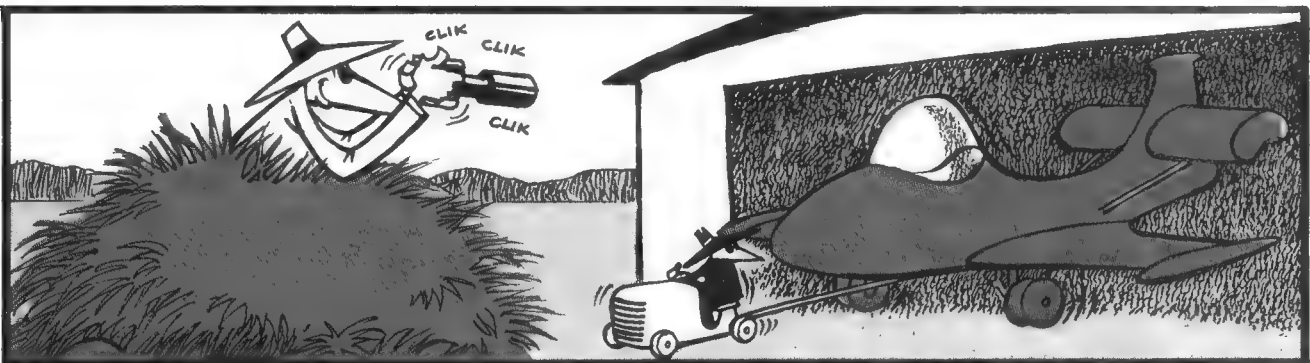


# RELATIVES



# DOCTORS





Today, thousands of health-conscious people are not only jogging, but submitting their bodies to all kinds of pun-

ishment in Health Clubs across the country equipped with Nautilus exercise machines. Now, as we see it, the real

# SPECIALIZED NAU FOR PRACTICAL EVE

ARTIST: AL JAFFEE

## A Neck-Stretching Machine

*To develop your neck muscles, thereby enabling you to extend your head great distances in different directions...*



*...for cheating on school exams, aptitude tests, etc.*



## A Shoulder-Building Machine

*To strengthen shoulder muscles so that you will be able to carry enormous weights over long periods of time...*



*...for all you music lovers who get your kicks out of forcing your preference in music on helpless passersby.*





problem with Nautilus machines is that outside of making you look like a poor man's Arnold Schwarzenegger, they've

got very little practical value. Which is why we'd like to offer any interested entrepreneur our suggestions for

# TILUS MACHINES RYDAY ACTIVITIES

WRITER: LARRY SIEGEL

## A Wrist-Conditioning Machine

*To recondition and strengthen your weak, stiff wrists so they will be able to function with hair-trigger speed...*

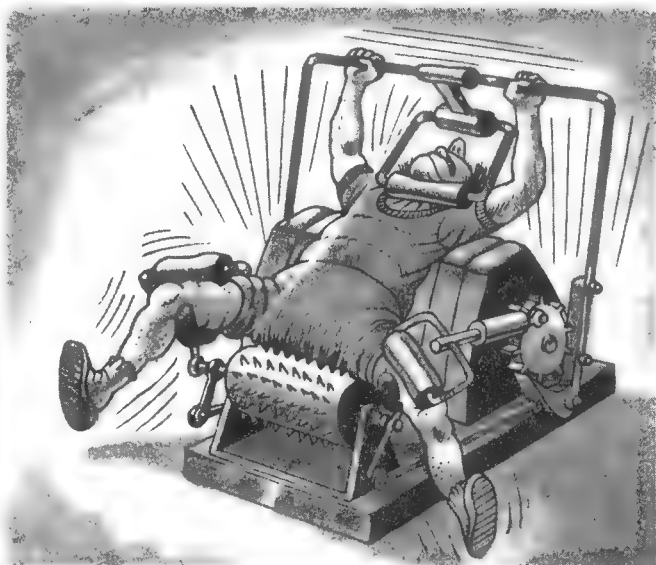


*...in order to hang up a phone quickly when you run into one of those witless, moronic answering machine messages.*



## A Back-Strengthening Machine

*To harden your neck, buttocks and thigh muscles...*



*...so you'll survive being dragged away from demonstrations.*



## A Contortion-Training Machine

To make your body supple and loose in order to enable it to twist into positions it has never been in before...



...for making out in a BMW with a 5-speed stick shift.



## A Steel Punching Bag

To develop tremendous strength in hands and knuckles...



...for punching out those broken pay telephones and video games and cigarette machines that never return your money.



## An Over-All Body-Building Machine

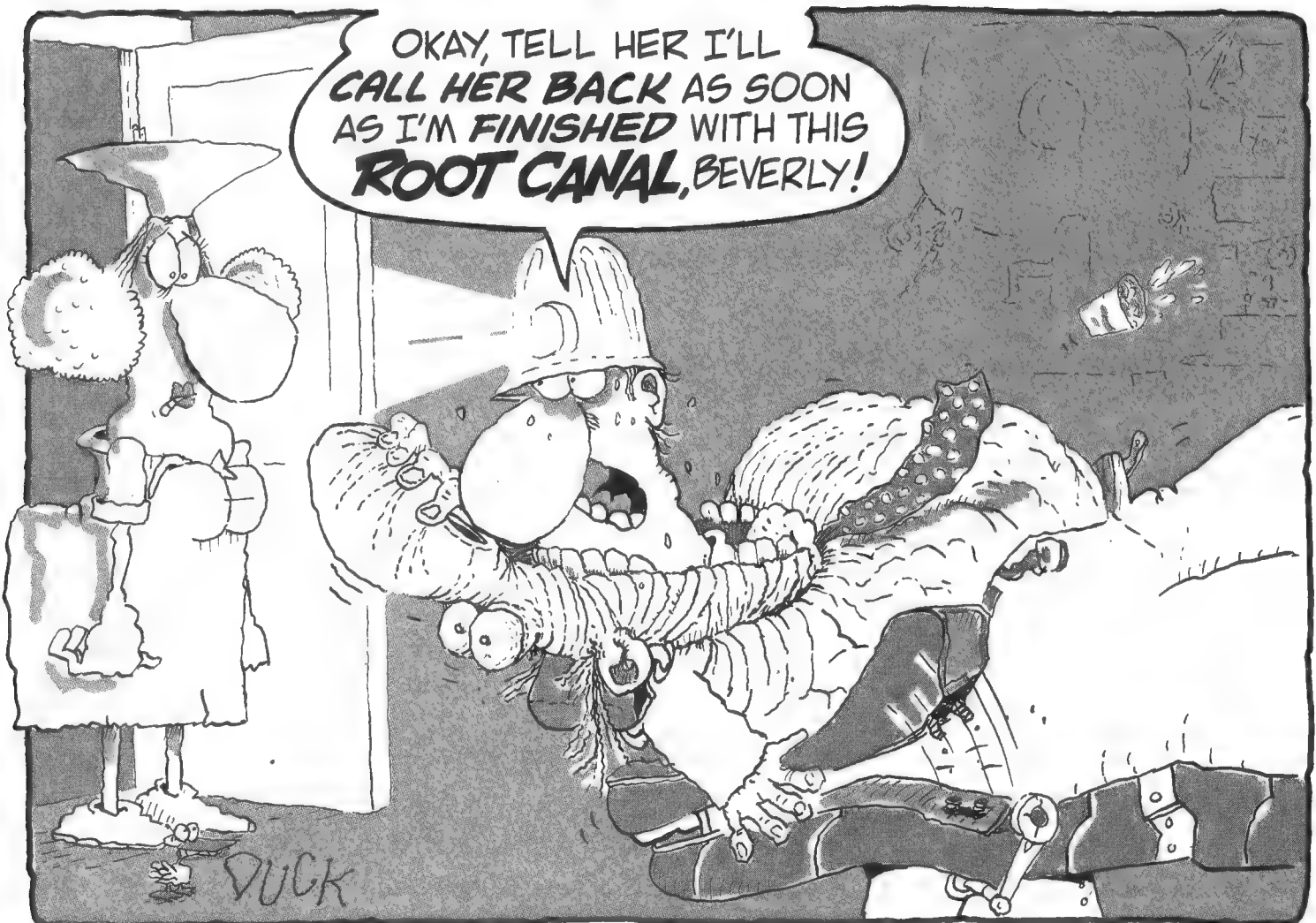
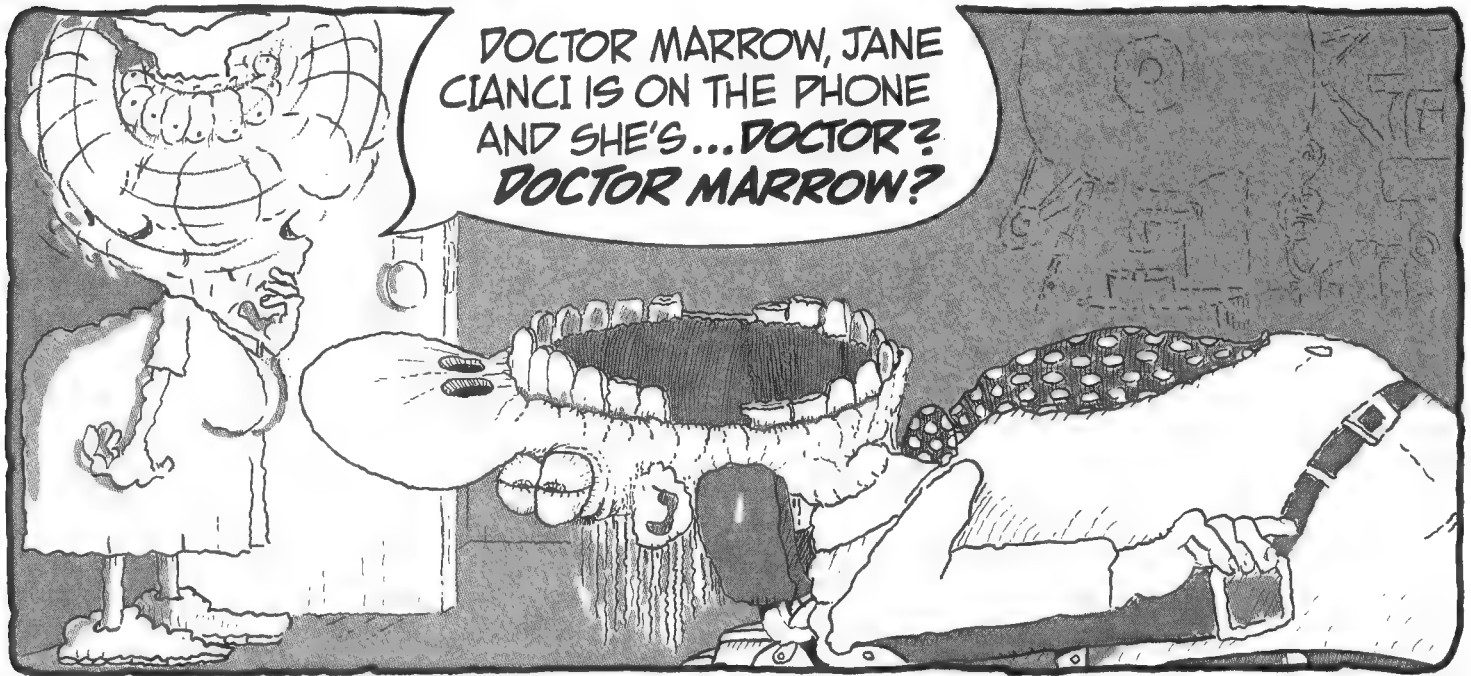
To build up your entire body for the vital "Decathlon of Life"...



...in order to run fast enough to escape nuclear plant leakages, to leap high enough to clear toxic waste dumps, to swim strongly enough to out-distance oil slicks and 7 other catastrophic events too horrible and disgusting to mention.

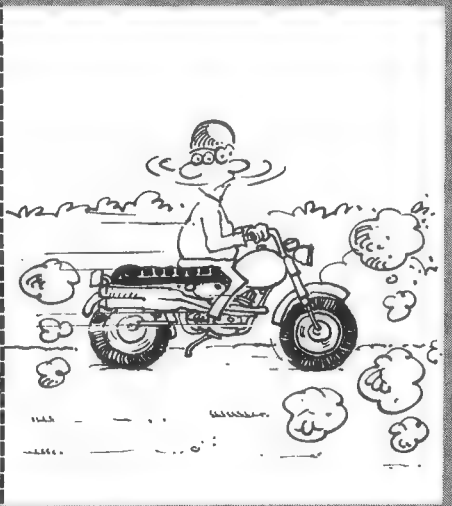


# THE DREADED DENTAL DEBACLE



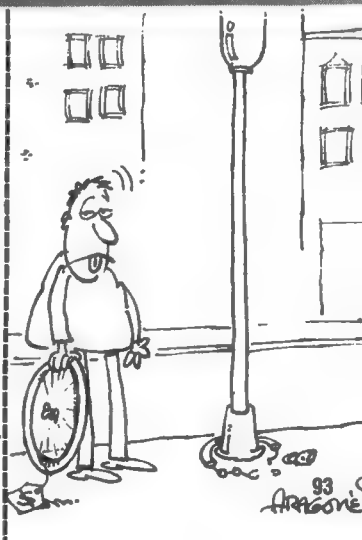
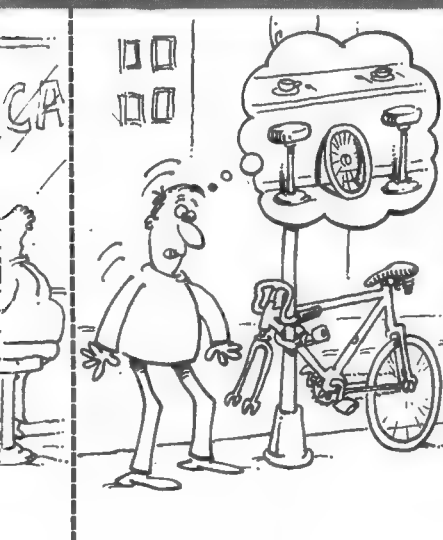
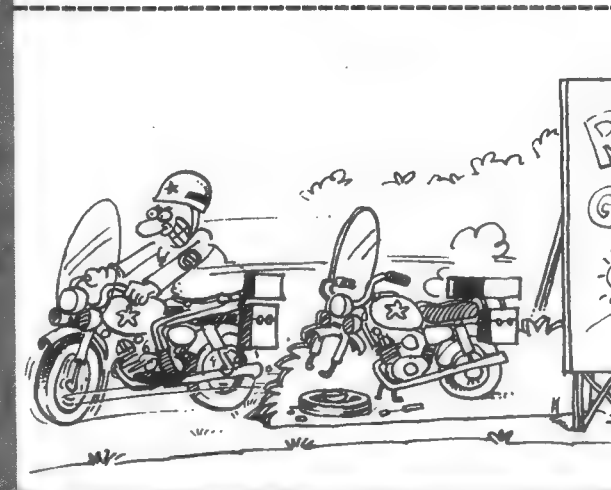


# A MAD LOOK AT



# SMALL WHEELS

ARTIST AND WRITER: SERGIO ARAGONES



# THE MAD D.

## CHAPTER ONE

See the DJ work!  
 Work! Work! Work!  
 First he gives the news!  
 Then he does a commercial!  
 After that the weather report!  
 Then he does another commercial!  
 Next he gives the sports update!  
 Followed by a station break and the correct time!  
 Question: Why is he called "disc jockey" when he hasn't  
 played a disc in the past 47 minutes?



## CHAPTER THREE



Hear the studio technicians laughing!  
 Har! Har! Har!  
 They laugh at everything the DJ says!  
 "It's raining outside—lovely weather for ducks!"  
 Har! Har! Har!  
 Do they really think the DJ is funny and amusing?  
 Let's rephrase the question—Do they want to keep their jobs?  
 Har! Har! Har!

## CHAPTER FIVE

Hear the DJ speckle his banter with interesting information!  
 Like how the gang at Via Veneto Ristorante on West 54th Street  
 listen in every day!  
 And how Irma at A-1 Dry Cleaners on East 23rd Street wears the  
 station's sweat shirt!  
 And how Vinnie, the expert mechanic at Sassone Auto Repair,  
 personally requested this next great golden oldie!  
 What a nice guy the DJ is for passing out this valuable  
 information!  
 Ever wonder where the DJ eats, has his clothes laundered,  
 and his car fixed—for free?





# J. PRIMER

ARTIST:  
JACK DAVIS

WRITER:  
LOU SILVERSTONE

## CHAPTER TWO

This DJ is playing Beethoven!  
Third! Fifth! Ninth!  
Followed by Vivaldi, Mozart, Copland, Ravel,  
Mussorgsky, Respighi, Mendelssohn!  
Bach! Bach! Bach!  
You'll hear no ads for jeans, sneaks, or acne creams!  
Is this because of the DJ's respect for the serious composers?  
Don't be a shmendrick! This is because of the sponsor's  
respect for the ratings which tell them that teens  
with big bucks don't listen to this square station!  
Beethoven was no Mick Jagger!



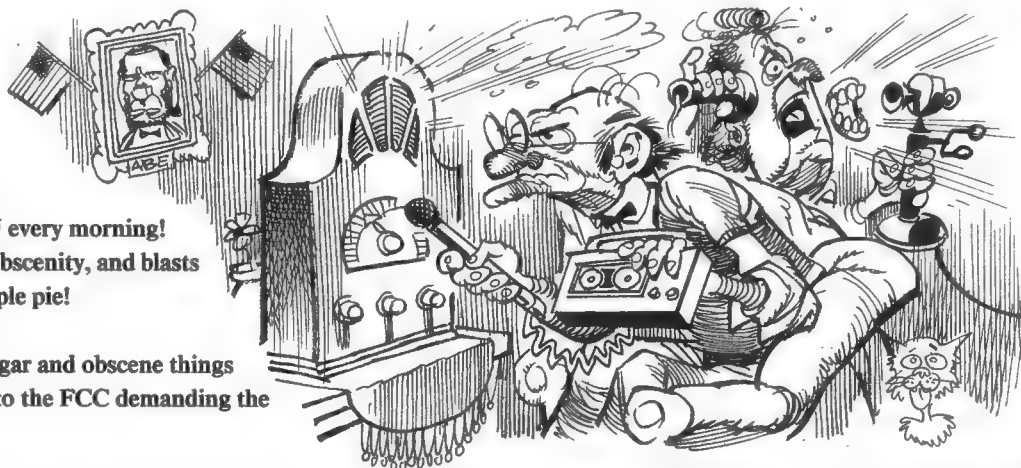
## CHAPTER FOUR

See the DJ is interviewing his guest!  
He plays his guest's recordings!  
He tells his guest how great he is!  
At the show's end, he invites his guest to come back anytime!  
Does he really like the guest that much?  
Does he really think the guest is as wonderful as  
he said all show?  
Don't be a shmendrick! The DJ likes anyone who'll  
do his show free!



## CHAPTER SIX

See the angry man and lady!  
They listen to this "zany" DJ every morning!  
They listen to his vulgarity, obscenity, and blasts  
at the flag, mom, and apple pie!  
Why do they listen to him?  
So they can record all the vulgar and obscene things  
he says—and then write to the FCC demanding the  
DJ be taken off the air!



Dear Elron,

You're always daring us, the readers, but now I've got a dare for you. I triple dare you to draw President Bill Clinton on your bare butt and show us!

Stephan Nicolleau  
Baldwin, NY

Do you really think that I would desecrate my delicious derriere with a despicable depiction of our portly president? You butt I would! There's not a dastardly dare I wouldn't deign to do, so sample one of my stellar stunts below if you have the stomach...



I hope I somehow satisfied Stephan's twisted needs, although he might be better served by several sessions with a sensitive psychologist. Unfortunately, it's not always so easy to fulfill our fiendish fans. This next ghastly ghoul didn't get the carnage that he craved so he scrawled this screwy scroll...

DEAR ELRON,

THE "SPY VS. SPY" IN YOUR "SUPER HEROES SUPER SPECIAL" REALLY SUCKED. **SUCKED! SUCKED! SUCKED!** ESPECIALLY FOR YOU GUYS! YOU'RE **MAD?** WHEN I PICK UP A **MAD** MAGAZINE I EXPECT EYEBALLS, TEETH, BRAINS, HANDS, FEET! I WANT TO SEE **SPLATTER!** BUT IN THIS ISSUE I DIDN'T EVEN SEE A CLOUD OF SMOKE! YOU KNOW WHAT I SAW? NOTHING! ALL I SAW WAS THE PLAIN OLD WHITE SPY! I HOPE TO SEE SOME IMPROVEMENTS! BIG IMPROVEMENTS... OR IF YOU HAVE AN EXPLANATION FOR THAT WRITE BACK IF YOU HAVE THE GUTS TOO!

VINNIE SANTILLI  
AURORA, IL

How very visceral, Vinnie. But if you really want a magazine to supply you with disgusting and repulsive images of dripping entrails, mutilated carcasses and caked hair, might I suggest you keep an eyeball out for *Martha Stewart Living*. Perhaps then you'll be profoundly pleased, unlike this next person who continues to pester us with her postal prose as she did on the letters page of issue #319. Once again we are graced with her Rock 'n' Roll rigmarole...

Dear Elron,

In the Super Special titled "MAD Unplugged," it seems as though you've confused Led Zeppelin with the Rolling Stones. Was this intentional? Or perhaps this has some connection with the notion of Linda Ronstadt being a "rock star" also mentioned on the same page.

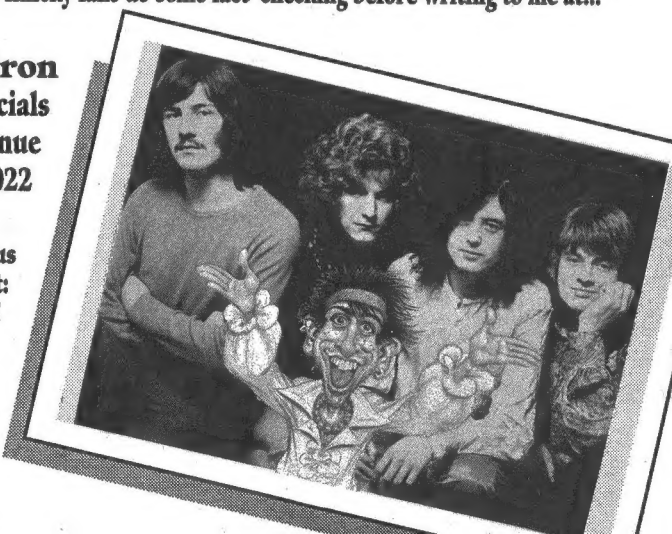
Heather J. Sherman  
State University of New York  
Buffalo, NY

Heather, it seems that being in Buffalo has numbed your noggin, for you are apparently naive of the fact that I, Elron, was one of the founding members of Led Zeppelin, as I am plainly pictured below with my musical cohorts, Robert, Jimmy, John Paul and John. Might I suggest that you and all our finicky fans do some fact-checking before writing to me at...

Elron  
MAD Super Specials  
485 MADison Avenue  
New York, NY 10022

And be extra-cautious  
when faxing me at:  
(212) 752-6872!

Babe, I'm  
gonna  
leave you!  
Ah-ha-ha-ha-ha!





WHAT IS  
THE MOST  
SICKENING  
TREND IN  
MOVIES  
TODAY?

## HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Just when you think the movie industry has shown every revolting possibility on the screen, the diabolical fiends seem to come up with a new outrage! To find out what their latest bit of vile work is, simply fold in page as shown in diagram on right.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



COMPLAINTS ARE MOUNTING AGAINST FILMMAKERS WHO SHOW MERCILESS VILLAINS, VULGAR SEX, AND SICK TWISTED MORALS IN THEIR FILMS. NEW LAWS MAY SOON PUT THEM IN ROUGH WATERS.

A ►

◀ B



# A MAD FISH STORY

## LONG ISLAND CLAM HOUSE



WRITER: LOU SILVERSTONE

ARTIST: RICHARD WILLIAMS



**WHAT IS  
THE MOST  
SICKENING  
TREND IN  
MOVIES  
TODAY?**



**FOLD PAGE OVER LIKE THIS!**

**A ▶◀ B** FOLD BACK SO "A" MEETS "B"



**COMMER-  
CIALS  
IN THEATERS.  
A ▶◀ B**